JOHN BULL, APRIL 17, 1926

Vol. XXXIX. No. 1057.

TWOPENCE

JOHN BULL

OVER A MILLION CERTIFIED SALE

Registered at the G.P.O. as a Newspaper

Postage all over the world, 1d.

THE PHANTOM FEAST by A. G. Gardiner

A Box of Tetmal Free for Every Reader.

A TRIUMPH OF MEDICAL RESEARCH

TETMAL is the result of intensive medical research instituted to find an effective, harmless remedy for pain. Years of trial have proved the ineffectiveness of some and the positive danger of others of the remedies in ordinary use. Depression of the heart's action and general nervous system, with derangement of digestion—often to a serious degree — follow their use. TETMAL contains none of the ingredients producing these effects.

THE WOMAN WHO TAKES TETMAL FROM TIME TO TIME IS FIT ALL THE TIME.

Fill in the coupon now and post it at once. Then you will satisfy yourself at our expense that Tetmal is THE altogether different remedy. Safe. Sure. Better than any you have ever tried before. Tetmal is Best by Test.

Tetmal

BRITISH MADE

instantly relieves

HEADACHE
NEURALGIA
TOOTHACHE

—but cannot affect the heart.

Take one tablet and experience the joy of pain leaving you and yourself becoming normal again. Absolutely no reaction because TETMAL is free from ASPIRIN, ACETANILIDE, PHENACETIN, MORPHINE or any dangerous drugs.

THE GREATEST BOON EVER OFFERED TO WOMEN.

DOCTORS prescribe TETMAL because they know it is safe and sure and contains no habit-forming drugs.

"BEST by TEST"

TETMAL, LTD., 45, Farringdon St., London, E.C.4.

FREE

Use only a ½d. stamp if the envelope is tucked in and NOT SEALED.

Please send the "John Bull" reader's Free Box of your wonderful Tetmal to

Name.....
(*Print in Capitals*)

Address.....

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My Chemist is.....

of.....

POUNDS REDUCTION ON EVERY BIKE

MY NEW LISTS show astonishing reductions in prices of Coventry's best bikes. Small deposit gets any model on 14 DAYS' APPROVAL, CARRIAGE PAID. Satisfaction or money refunded. Thousands of testimonials. Write for FREE LISTS showing biggest and best selection of bikes

Direct from O'Brien Ltd. THE WORLD'S LARGEST CYCLE DEALER, DEPT. 9 COVENTRY.

2/- WEEKLY

You can have a Baby Car for 2/6

Order YOUR Baby Car direct from factory at WHOLESALE DEPOSIT price—and save shop profits. You only pay 2/6 till you have used the Car ONE MONTH. 12 New and exquisitely designed models, in ART colours, to choose from. Packed Free. Carriage Paid. 10 Days' Free Trial. Fully warranted. Money refunded if dissatisfied. Write To-DAY for big illustrated catalogue.

Mead CYCLE CO. Inc. (Dept. P.38D) Stratford-on-Avon

NO OPERATIONS should be permitted

on cure or threat before reading my booklet—FREE on receipt of 1½d. for postage. Catarrh, Adenoids, Tonsils and respiratory diseases can be successfully treated by any method. 1 Consultation daily. Town Hospital still. Advice by post.

Lt.-Col. Kynaston R.P. Gen. R.A.M.C. I.M.S.F. M.R.C.S.

Room 3 Langham House, Regent St., London W.1.

The Makers of the "DANJHILL" appliances (supplied to the Ministry of Pensions) offer

Free to the DEAF

a pair of "ARTICAIDS," the only invisible hearing-aids that fit right inside the ear and need no batteries. A genuine free gift to the deaf. Simply send your name and address with six stamps for packing and postage to:—

D. & J. Hill, Ltd., J.B., 257, Gray's Inn Rd., London, W.C.1

A KITCHEN TRAGEDY

Reader burned to death

JOHN BULL PAYS £250

Mrs. Bradshaw, of 2, Stott Lane, Pendleton, Manchester, was in the kitchen, placing a rug in front of the grate, when her clothes brushed the fire. In a moment she was enveloped in flames and unfortunately died of her injuries. "John Bull" has sent a cheque for £250 to her husband, a registered reader. 106 other Benefits have been paid this week.

A few of the ACCIDENT BENEFITS PAID this week

CALDER BRIDGE, CUMBERLAND.—Mrs. F. H. Moore, Gibb Hill.
SOUTHAMPTON.—Mrs. A. Bevis, Ashdene, Osborne Road, Weeasah.
BROMSGROVE.—Mrs. A. H. Mole, 45, Strand.
DUMFRIES.—Mrs. H. Brown, 36, High Street.
Nr. HARLOW, ESSEX.—Mrs. E. Bolden, Sheering Street.
LUDLOW, SALOP.—Mrs. H. Williams, Hillcroft Cottage, Bitterley.
GREAT YARMOUTH.—Mrs. E. H. Causton, 55, Caister Road.
HOLBROOK, Nr. DERBY.—Mrs. R. Sims, Town Street.
SALISBURY.—Mrs. L. J. Sevier, 2, Rose Terrace, Bemerton.
BEXLEY HEATH.—Miss A. J. Russell, 48, Standard Road.
STOCKTON-ON-TEES.—Mrs. C. Stanley, 6, Sun Street.
STAFFORD.—Mr. J. H. Tibbs, 123, North Walk.
AWSWORTH, NOTTS.—Mrs. W. E. Taylor, 8, Crown Street.
BRISTOL.—Mr. A. Smith, 19, Albert Park, Ashley Road.
SAXMUNDHAM.—Mrs. M. E. Clarke, Bisby's Corner.
BIRKENHEAD.—Mrs. S. Jones, 99A, Watson Street.
WEST HARTLEPOOL.—Mrs. L. E. Spence, 10, Collingwood Road.
GRENOSIDE, Nr. SHEFFIELD.—Mrs. E. Furness, 21, Top Side.
COULSDEN.—Mrs. R. L. Vine, 7, The Village, Stead's Nest Road.
DONCASTER.—Mrs. A. Howe, 27, Lower Oxford Street.
LLANBERIS.—Mrs. E. A. Jones, 5, Llaiwen.
SHEPHERDSWELL, Nr. DOVER.—Mrs. G. N. Woon, 1, Courtwood Villas.
LANDPORT.—Miss E. Wright, 62, Brighton Street.
GILLINGHAM.—Mrs. S. E. Freeman, 64, Trafalgar Street.
LIVERPOOL.—Mrs. I. Martin, 8, Boundary Street East, Kirkdale.
THIRSK.—Mrs. J. E. Bean, Sissay.
SALISBURY.—Mrs. T. L. Russell, Cranleigh Winterslow.
STAMFORD HILL.—Mrs. A. E. Wilkinson, 73, Windus Road.
WILLINGTON QUAY.—Mrs. J. Manson, 47, Pansies Terrace.
SUNDERLAND.—Mrs. M. Harrison, 98, Wayman Street.
SHEFFIELD.—Mrs. A. Davies 7, Lord Street, Park.
ISLINGTON.—Mrs. J. Smith, 37, Brooksby Street.
BEDFORD.—Mrs. F. F. Mabbin, 5, Pilcroft Street.
COTTINGHAM, Nr. HULL.—Mrs. E. A. Hatfield, Ivy Cottage, North Gate.
POLKEMMET.—Mrs. C. Fraser, 49, Marshall Street.
MIDSOMER NORTON.—Mrs. E. J. Dunford, 68, Fosseway, Norton Hill.
HULL.—Mrs. M. Armstrong, 15, Ripon Terrace, Kent Street.
BARNSLEY.—Mrs. S. E. Jones, 137, Barnsley Road, Wombwell.

Not only against Accidents, but against FIRE, STORM, and SICKNESS, &c., "John Bull" covers you free!

CUT HERE.

POST THIS COUPON TO "JOHN BULL."

To "John Bull" Registration Department, Long Acre, London, W.C.2

I have sent an order form to my newsagent for the regular weekly delivery of JOHN BULL. Please register me as a regular reader.

Reader's Name in full ..... Age.....
(CAPITAL LETTERS.)

Address.....

.....

Reader's Signature.....

Name and Address of Newsagent.....

.....

Date .....

Use ½d. stamp. Don't seal envelope. A certificate setting out the full benefits and conditions and certifying registration will be sent if ½d. stamped addressed envelope is enclosed.

PLEASE WRITE CLEARLY. J.B. 17/4/26.

CUT HERE.

HAND THIS COUPON TO YOUR NEWSAGENT.

To (Name of Newsagent).....

Address.....

.....

Please deliver or reserve JOHN BULL for me weekly until further notice.

Signature .....

Address.....

Date .....

PLEASE WRITE CLEARLY. J.B. 17/4/26.

JOHN BULL Pen Coupon—Value 2/-

This Coupon will be accepted as 2d. in part payment of the "John Bull" 5/- Lever Self-Filler Pen with which is presented FREE a 2/6 Ever-pointed Pencil. Additional Coupons in any number up to five (six in all), ANY DATES, may be cut from "John Bull" and will be accepted in part payment. Thus you may send six Coupons and P.O. for 6/6 (which includes postage and insurance). Pocket Clip 6d. extra. Cross cheque/p.o. "& Co." and make payable to "John Bull." State if fine—medium—broad nib required.

JOHN BULL, Pen Dept., Long Acre, London, W.C.2.

Cash the Coupons

SEE WHAT YOU GET—AND SAVE!

First, the "John Bull" Pen with 14-ct. Solid Gold Nib, Iridium Tipped, WORTH 12/6. Secondly, a 2/6 "Ever-pointed" Pencil, FREE. You send Six Coupons and P.O. for 6/-, (Plus 9d. for Postage and Insurance,) and

YOU SAVE 13/6

Your name Engraved in Gold on Pen 6d. extra.

Pocket a Shilling and get a 2/6 PENCIL FREE

Written 5 Years' Guarantee with every Pen.

You can buy Savings Certificates in single documents representing 1, 5, 10, 25 and 50 Certificates, costing 16/-, £4, £8, £20 and £40 respectively. There is a profit of 50% on Savings Certificates held for the full period of ten years, or Certificates can be cashed at any time with all interest accrued to date. Savings Associations, Post Offices and Banks sell them.

The Reward of Saving is not only money — but also peace of mind

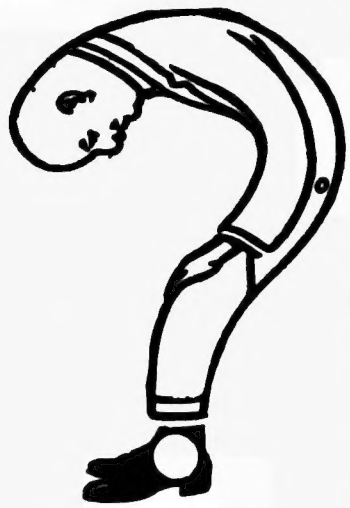
Savings CERTIFICATES

RUBBERS **Wood-Milne** RUBBERS

What are Rubbers for

Some people wear them for comfort only, but you find *much more than that* if you insist on Wood-Milnes. First of all, they cost *nothing* because they save you so much money. They are the neatest, lightest and most durable. There are Soles . . . . Heels . . . . Tips for *everybody*—especially the marvellous "Thill" adhesive Sole which makes leather soles absolutely waterproof, and the "everlasting" Ply-Core heel—a perfect equipment for rainy or any other weather.

SEE YOUR BOOTMAN ABOUT IT.



This is Wood-Milne Year for Millions of Boots and Shoes.

Wood-Milne Rubbers are British Made

Wood-Milne

SOLES • HEELS • TIPS

First in the Field, and Best Yet

Fit as a Fiddle

More! Fighting-fit! *Kruschen-fit!* How does he manage it? Simply by using a little common sense. He knows that your age has nothing whatever to do with the number of years you've lived. He knows that you can always be as young as you feel. He knows that you can't feel really young unless you've got "that Kruschen feeling." So he got "that Kruschen feeling" long ago, and will keep on having it till the end of the chapter, with the aid of the "little daily dose."

Go you and do likewise!

As much as will lie on a sixpence every morning, tasteless in your first cup of tea, is nature's own prescription for eternal youth, for this little pinch is a scientific combination of the six mineral salts that your eliminating organs need to keep them in perfect trim. You must have these salts. You must have them every day. Thanks to the stuffy, inactive life you're forced to lead, you don't get them from your food as nature intended; so you must get them the Kruschen way, if you're to avoid constipation and all its attendant ageing ills and miseries.

When harmony and efficiency are restored to your inside with Kruschen's gentle aid, your present listlessness and sluggishness will very soon give way to "that Kruschen feeling." With refreshed virile blood pounding through you like a mill-race, you'll wake up every morning with such a zest for life that every day that passes will seem a year off your age.

Buy a 1/9 bottle of Kruschen **now** and start the "little daily dose" to-morrow. **It's the little daily dose that does it!** Prove it to your profit.

Tasteless in Tea

Put as much in your breakfast cup as will lie on a sixpence. It's the little daily dose that does it!

Kruschen Salts

Good Health for a Farthing a Day

The dose of a sixpenceful taken every morning is found in practice just the right amount for a most invigorating daily tonic. The medicinal dose for persons suffering from pains of rheumatism, gout, lumbago, or sciatica, or habitual constipation, with inactive liver, etc., is half to one teaspoonful in a tumbler of hot water before breakfast. Every chemist sells Kruschen in **6d., 1s.,** and **1s. 9d.** bottles. A **1s. 9d.** bottle lasts three months. This works out at a farthing a day for health and happiness. Get a bottle at your chemist's to-day and start to-morrow. **It's the little daily dose that does it!**

A 14 DAYS SALE

£100,000 worth of BARGAINS!

The GREATEST SALE SENSATION of the CENTURY

Open Each Day (including Saturdays) From 9a.m. to 8p.m.

to celebrate the first Anniversary of the Opening of our Strand Store.

We are offering £100,000 worth of Stock, all at BARGAIN PRICES.

When the Curzon Store in the Strand was opened last April hundreds of thousands took advantage of the WONDERFUL BARGAINS which were offered to celebrate the occasion.

Now that the Anniversary is here, we want to celebrate it in a practical manner—by offering to our customers such bargains as will keep Curzon's name constantly in their memories.

It will be well worth your while to make an effort to visit Curzon's Strand Store

DURING THE GREAT 14 DAYS' SALE

and make your choice from the £100,000 worth of New Season's Goods which are on sale at about one-third to one-half the usual selling prices.

Every article is guaranteed sound and perfect, and here is an unusual opportunity of purchasing your Spring, Summer, or All-the-Year-Round Outfit at real Bargain Prices. Those who are unable to call can order by post and share in the bargains. All post orders care dealt with by a specially trained staff, who give careful attention to every order and despatch the goods without delay.

YOU TAKE NO RISK IN ORDERING BY POST, FOR IF YOU ARE NOT COMPLETELY SATISFIED YOUR MONEY WILL BE REFUNDED.

EVERY BARGAIN WORTH A JOURNEY

7,000 PYJAMAS

Absolutely the world's finest value in Winceyette Pyjamas. Made from high-grade, sound, reliable material. Equal in value to Pyjamas which are sold elsewhere at 7/11 and 9/11. These Pyjamas are well cut and strongly made, and roomy and comfortable in wear, and not skimped in any way. Colours are guaranteed absolutely fast, as they are not simply printed on, but actually woven into the cloth. The Coats are nicely finished with pearl buttons and breast pocket. In Blue, Helio and Pink in block and fancy stripes on White ground. Postage 6d. extra. Or 2 Suits post paid for 10/6. **5/-** per Suit.

4,250 PYJAMAS.

Summer weight Taffeta Pyjamas. These are ideal garments for those who prefer light-weight summer wear. They are made from fine quality Taffeta, which has wonderful wearing qualities. Cream grounds with smart fancy stripes of Blue, Helio, Brown, and Gold. Guaranteed fast colours. Regular value 12/6. Sale price per Suit, Postage 6d.

2 Suits post paid for 12/-. **6/6**

DE LUXE PYJAMAS SILKY FINISH.

Made from the finest quality finely woven mercerised material that looks like silk but is far more durable. Nice medium all-the-year-round weight, not too light and not too heavy. Smart designs on White grounds, with Blue, Helio and Pink block stripes. These Pyjamas are equal in value to those sold elsewhere at a guinea, and they are really high-class goods and guaranteed fast colour. Sale Price per suit Postage 6d. extra.

2 Suits carriage paid 21/-. **10/6**

AMAZING BARGAINS IN SHIRTS

20,000 MEN'S TUNIC SHIRTS

A man's Shirt at 2/11 sounds ridiculous — but when you see the quality, you will agree that we are practically giving them away at this price. These Shirts are made from good standard quality prints, full size — no skimping — double stitched, gusseted and strongly made in every way. Every Shirt guaranteed fast colour, and made with double cuffs and white neckbands. All warranted new goods, and in neat patterns, White grounds with Blue, Black and Helio stripes. All sizes from 13½ to 17. Postage: 1 or 2 Shirts, 6d.; 3 or 4 Shirts, 9d. **2/11**

8,200 MEN'S SUMMER TAFFETA SHIRTS

These Shirts are made from a fine quality Taffeta cloth, that will give great satisfaction in wear. Every shirt smartly cut, full size and guaranteed absolutely fast colour. These are ideal Spring and Summer shirts. Many of these shirts have collars to match, and these will be included free.

In neat but smart fancy stripes of Blue, Black, Helio, Gold, etc., on Cream grounds.

All sizes 13½ to 16½. Every shirt honestly worth 7/6.

Curzon's Bargain Price, 4/7 each.

5 Shirts post paid for 23/-. Post 6d. **4/7**

6,120 FAMOUS "HEVICORD" SHIRTS

The exact shirt of which immense quantities are sold all the year round. Sold elsewhere at 8/11 or 9/11. We guarantee the shirts we are offering at the astounding price of 6/3 to be identical in every respect as to quality, cut, make, fullness, etc. A wonderful wearing shirt, as the strength is at the vital points, between the cords, these guaranteed not to split. Colours absolutely guaranteed fast, and they wash and launder again and again and come up as good as new. White or Cream grounds with neat and smart stripes of Black, Blue, Mauve, Brown, or Fancy. Absolutely as good a shirt as the most critical man can wish to have. All sizes 13½ to 17. Post 6d. **6/3**

4 Shirts carriage paid for 25/-.

7,200 of our FAMOUS FLANNEL FINISH SHIRTS

(The All-the-Year-Round Shirt.)

Our standard quality Shirt of which we have sold thousands of dozens. Many men like a flannel finish shirt to wear all the year round, and here is a nice shirt for every day of the year. Nice medium weight. Well cut and finished. Fast colours. Guaranteed to wash and wear well. Full size, strongly made. White grounds with smart Black, Blue, Helio or Fancy stripes. All sizes 13½ to 17. Worth 8/11, but the Sale Price is 4/5 each.

4 Shirts, post paid for 18/- Postage: 1 or 2 Shirts, 6d.; **4/5**

UNDERWEAR ASTOUNDING VALUES!

MEN'S NATURAL UNDERWEAR

A wonderful offer in natural, soft wool finish, undyed underwear, medium weight, suitable for all-the-year-round wear. Beautiful soft finish and guaranteed unshrinkable. Vests (long or short sleeves) or Pants (to ankle). 6 Garments 20/-, Carriage paid. Outsize (40 ins.), 7d. each extra. Postage 6d.

½ LE PRICE **3/4½**

MEN'S **WHITE INDIA GAUZE UNDERWEAR.**

Cool, soft and silky. Wonderful value.

	SHIRTS (short sleeves)	KNICKER DRAWERS	PANTS (to ankle)
Sale Prices	2/6	2/11	3/3

Postage 3d. per Garment. 6 Garments sent car. paid. Out size (40 ins.), 7d. each extra.

MEN'S **BALBRIGGAN SUMMER UNDERWEAR.**

An opportunity of buying your Summer Underwear at a wonderful bargain price. Light summer-weight garments and just what is wanted for warm summer days. All made in Cream shade and will wash and wear well.

	SHIRTS (short sleeves)	KNICKER DRAWERS	PANTS (to ankle)
Sale Prices:	1/6	1/6	1/11

Postage 3d. per Garment. 6 Garments sent car. paid

Please note this line is in Men's sizes only.

TENNIS SHIRTS.

Cream Twill Flannel, with collar attached. Can be worn buttoned or open neck style. Full cut and strongly made from soft, unshrinkable materials. Outside breast pocket and pearl buttons. Wonderful value. All sizes 13½ to 17. Post 6d. Each

3 shirts post paid for 13/9 All sizes 13½ to 17. **4/7**

LUVISCA COLLARS.

A large stock of the famous genuine "Luvisca" faced Collars, as illustrated, at unheard-of-price. All sizes in White or assorted Stripes. As generally sold at 10½d. each.

Per dozen, Sale Price, Half-dozen 3/-, post 3d. Postage 6d. **5/6**

SPECIAL SALE BARGAIN OF 2,000 OF THE FAMOUS

'CEBEDENE' TRENCH COATS

(Registered and Fully Protected.)

Outer Cebedene Texture, Detachable Fleecy Lining, Checked Rubber Interlining. This is the Coat for ALL WEATHERS, but essentially a Coat for the Spring and Summer. When you buy a Raincoat, you want one that you can rely upon to keep out the wet. But the "Cebedene" Coat is more than a rain-resister. It is also a protection against chilly weather, the cold and damp, because each Coat has a Detachable Wool Lining buttoned on inside the Coat. In either Navy Blue or Fawn colours in all sizes. When ordering by post state your height and chest measure (taken over waistcoat) and say colour desired, and add 1/- per coat for postage. The "Cebedene" Coat is sold under the following well-known life-long guarantee. If any "Cebedene" lets in the slightest drop of rain—even if you have had it one year or more—you need only send it back to us intact and we will give you another Coat FREE OF CHARGE. Every Coat bears the "Cebedene" label without which no garment is genuine.

FOR MEN

For this Sale the price is much reduced

23/6

Postage 1/- extra. In Navy or Fawn.

FOR BOYS

For this Sale, the price is much reduced. 19/6, postage 1/- extra. In Navy or Fawn.

19/6

BOYS' & GIRLS' D.B. TRENCH COATS

Every Coat guaranteed 12 months. Rubber lined. Lengths 24 inches to 42 inches. Guaranteed absolutely waterproof. Every seam sewn and covered. No such value has ever been seen before. Would be cheap at a guinea. In Navy Blue or Fawn. Sale Price .. .. (44 and 45 ins., 11/6.) Post, 1/-. **10/6**

If ordering by post state length or height, and add 1/- for postage. 2 Coats for 21/-, carriage paid. 2 Coats, 45 ins., for 23/-, carriage paid.

1 800 MEN'S MACS

Fawn or Navy Blue. Double breasted style, with belt, as illustrated. Full length Coat, lined rubber. Not only showerproof, but stormproof. Tens of thousands were sold last year at £1 1s. 0d. each.

The Sale price is Post 9d. extra. 2 Coats carriage paid for 27/-. **13/6**

KNITTED SILK TIES.

Wonderful bargain offer of English Made All Silk Knitted Ties. All neat designs on Black grounds, with neat coloured stitch, in these colours, Black with White, Black with Blue, Black with Mauve, and Black with Red. Usual price for these ALL SILK Ties, 7/6 each Sale Price, each Post 2d. 3 Ties, post paid, for 5/- **1/9**

FANCY CASHMERE SOCKS

An immense assortment of smart, fancy socks, in Black, Grey, Fawn, Champagnes, Putty, Coating and other shades, with various fancy contrast designs and colourings. All perfect and regular 3/6 and 2/11 qualities.

Sale Price. pair Post 2d. pair. (3 pairs post) paid for 6/6. **2/2**

"WARRANTO" GREY FLANNEL TROUSERS

"Warranto" is a registered cloth made specially for us, and is warranted for wear for 6 months, under our guarantee to replace (FREE OF CHARGE) any Trousers not proving satisfactory in ordinary wear within 6 months of purchase. Well cut, splendidly finished, with pleat at waist to retain the crease down the front, hip pocket, straps at side, and permanent turn ups. Well worth 18/6. The special price, however, is only Post 7d. **12/11**

15,000 PAIRS FLANNEL TROUSERS

Made from really good quality English Flannel—every pair specially selected and tested. Nothing cheap about them except the price. Don't think about the price, otherwise you will say the offer is incredible. Smartly cut and well made from nice medium grey shade flannel, with loop for belt, buckle and strap at sides and permanent turn up bottoms. They would be cheap at half a guinea or even 12/6.

The Sale Price is Post 6d. **5/11**

All sizes in stock from 30 to 42 inch waist 2 pairs post paid for 12/-.

When ordering by post, give waist and inside leg measure.

AMAZING UMBRELLA OFFER— 1,200 UMBRELLAS

The biggest umbrella bargain ever offered. Fitted with the world-famous FOX'S PARAGON FRAMES, and that is sufficient guarantee of their reliability. If you pay 2 guineas you cannot get a better frame. Every umbrella we are offering is guaranteed fitted with a Fox's Frame, which makes them practically everlasting. Full Gent.'s size, with brown rattan crook handles and good stout covers. All to be sold at the wonderful bargain price of 2 Umbrellas, post paid, 11/-. **5/-**

Postage and packing 9d. extra.

A FREE JOURNEY TO THE STRAND. So great is the saving to be effected on every article offered that you will more than save the cost of your journey even though you come a distance of 40 or 50 miles from London.

GREAT FREE GIFT OFFER!

For the man who wants the BEST there is the "SUPERDENE" COAT, and every buyer of one can select any sale goods from this advertisement to the value of £1, FREE OF CHARGE. This is to advertise and introduce the famous Gabardine Wool Union Rainproof "Superdene" Coat. The ordinary Rainproof is made entirely of cotton-proofed material—many of them looking very coarse and common. The "Superdene" Raincoat is made from Wool Union Gabardine, with a smart check lining. It is a dressy Coat, and any gentleman can wear it with pride. The cloth is proofed by the famous CRAVENETTE process, and bears the label inside. No rubber whatever, yet the Coat is thoroughly porous and rainproof. The regular price of this coat is 55/-, at which price we are selling it for this Sale, but with every coat ordered you can have

£1 WORTH

of any Sale Goods in this advertisement

Free of Charge.

—carriage paid. Make your own selection of goods. If ordering by post, give height and chest measure, state colour required and whether you prefer, single-breasted or double-breasted style. 55/- by post 1/- extra. Colours Navy, Blue or Fawn **55/-**

WE WANT ALL WHO CAN POSSIBLY COME, TO DO SO.

But if you are unable to, you will share in the great shopping Bargain Festival by sending your ORDER BY POST.

Special arrangements have been made for all post orders to be despatched quickly. Money willingly refunded in full if goods on delivery not approved.

5,000 SPORTS COATS.

The offer that beats all records. New Season's materials, made up into Men's Sports Coats. Made from superior quality Yorkshire Wool Tweed. This Coat is a sensible and serviceable garment for indoor or outdoor ordinary wear, and for Sports and Seaside wear. In various shades of medium and dark grey, fawns, browns, and heather mixtures. All sizes from 32 to 42 inch chest. Would be cheap at a guinea, but the Sale Price is **10/9**

2 Coats, post paid, for 21/6. Postage 9d.

When ordering by post, state your height and chest measure.

BLACK VICUNA JACKET AND VEST.

Smartly cut with two buttons and outside breast pocket, from a reliable cloth which will give every satisfaction in wear. No gentleman's outfit is complete without a black jacket and vest, which, with striped trousers, is always correct, for business, office, Sunday or formal wear. Made in sizes from 34 in. to 42 in. chest. Price **28/6** Postage 9d.

If ordered with our 11/9 silk stripe trousers (postage 6d.) the jacket and vest and trousers will be sent post paid for £2, making a most wonderful suit for the money. When ordering, give chest measures taken over vest, and state your height.

THE "CITY" PURE SILK STRIPED WORSTED TROUSERS.

Made of a good wearing cloth, in beautiful designs in black and white stripes, and dark grey stripes of pure silk. Really a 21/- line, and an exceptional bargain. Sizes from 30 to 42 inches waist, in various lengths of leg. Made with hip pocket, back strap and buckle, with permanent turn-ups. (postage 6d.). 2 pairs 23/6, carriage paid. Please give measures round waist and length of inside leg. **11/9**

Wonderful Value in MADE-TO-MEASURE SUITS

In a variety of cloths, including all-wool tweeds, worsteds, whipcords, etc., in beautiful designs and shades. Also the famous Wembley pure wool indigo dye serge, guaranteed to stand its colour against sun, sea or air. A guarantee is given with this suit that if any defects appear (or colour fades) within two years, we will replace with a new suit FREE OF CHARGE. Write for patterns of these cloths, which will be sent free of charge, with self measure form and fashion book. Perfect fit guaranteed or money refunded in full. Made as illustrated and in 12 other styles, which you can select from our fashion book. The Suit to measure carriage paid for **70/-**

4 Gold Medal Awards!

LADIES' and GIRLS' LEATHERETTE COATS

Has the smart appearance of real kid leather, but possesses that supple and pliable character which makes it so comfortable in actual wear. Guaranteed absolutely impenetrable to the heaviest rains. All seams and pockets taped. In Tan, Black, Navy, Brick, and Scarlet. Lengths: 42, 44, 46, 48 and 50 ins. State colour and length required when ordering. Sale Price .. **12/6** Postage 1/-.

FOR GIRLS.

Same leatherette Coat as for ladies. Same shades in sizes 27–42 ins. long. State length and colour required. Sale Price 11/9. Post 1/-.

LADIES' £3 3 0 ARTIFICIAL SILK WEATHERPROOFS

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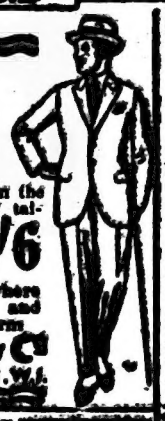

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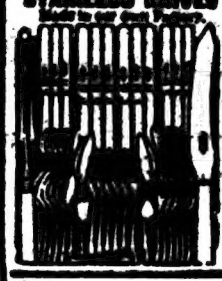

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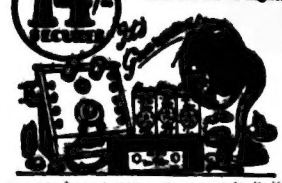

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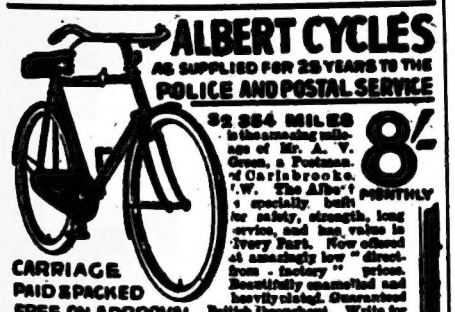

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ALL who value good health and realise how much good teeth contribute to this end will welcome the opportunity to obtain a trial tube of Dental Cream, as offered by COLGATE & CO. on page 24.

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READERS will find many wonderful bargains in the advertisement of Messrs. Curzon Bros., Ltd. on pages 4 and 5, whose 14 days' sale has now commenced.

You can have the finest cycle built—a "CAPTAIN" sent PACKED FREE and CARRIAGE PAID on 14 DAYS' FREE APPROVAL, for small deposit only. Money refunded if dissatisfied. Lifelong Guarantee. Write for FREE BARGAIN LISTS of 1926 models and LOW 5 BY TERMS. WRITE NOW.

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On Tenter-hooks.
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Week ending Saturday, April 17, 1926. Twopence. Vol. XXXIX. No. 1,007.

JOHN BULL

For the People—the Right to Justice and Truth.

The Paper on which the Sun never Sets.

93, Long Acre, London, W.C.2.
Telephone: Gerrard 9870
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On Other Pages—

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The WORLD, the FLESH & the DEVIL

On Tenter-hooks.

Parliament met again this week with the certainty of an exciting month. The coal issue is a fiery test of the Government majority's cohesion. It may yet split the Cabinet.

A Race against Time.

With the present coal subsidy expiring in a fortnight, Mr. Baldwin's urgent job is to speed things up. The bar to reconstruction is the wages problem. To expect owners and men to solve it without vigorous intervention is to flout experience.

Suppress 'Em!

People who go about shouting that the interests of miners and mine-owners are irreconcilable hold the wrong end of the stick. It is in the interests of both to reconstruct the mining industry. That's why there must be a peaceful settlement.

Dry Rot.

Those who prate of "economy" as the means to save the coal industry talk through their hats. Big businesses are built up by big spending—plus the determination to get value for money. It's quite simple!

Max and Mac.

The political Labour movement marches towards the inevitable break. The I.L.P. Conference had rough words for the absent Ramsay MacDonald. On the slogan "Socialism in our time," Maxton is elected I.L.P. leader. JOHN BULL said long ago, "Watch Maxton."

Taking our Hint.

The Chancellor's "strenuous Easter" isn't likely to result in shattering Budget surprises. There'll be no new direct taxations. The country has demanded a balance, not a bomb, and Mr. Churchill knows it.

Running Mad.

The proposal to subject Savings Certificates, in their converted form, to income-tax is feeble-witted. Economy is not achieved by penalising thrift.

Worrying Winston.

The Association of British Chambers of Commerce have written to the Chancellor suggesting that the reduction of the stamp duty on cheques and receipts, and the return of penny postage, be dealt with in the forthcoming Budget. What optimism!

Finance!

In 1919–20 the British Government invested £1,700,000 of the people's money in the British Dyestuffs Corporation. Now it is agreed to sell the holding for £600,000, a tidy little drop of £1,100,000.

The Builder's Bite.

Houses erected for munition-workers at Woolwich that cost £820,000 were sold for £350,000. In other towns about a thousand houses rushed up at a cost of £1,190,000 went later in one lot for £300,000. Who bagged the difference?

Throwing Away Trade.

During 1924, before duties were imposed, re-exports of lace from this country were £1,060,267. In the similar period after duties were imposed, exports dwindled to £94,458. The proof of the pudding is in the eating.

Another Stage On.

The Electricity Bill has passed its second reading. Danger waits in the Committee stage. Carping critics hope to whittle it down to uselessness. We look to Mr. Baldwin to withstand them.

Losers who Won.

Wholesale prices in Germany stand at 117 as compared with the index figure of 100 pre-war. The British average is 161. Though we won the war, the losers are winning the peace.

Forging Ahead.

Britain has recaptured the motor-cycle trade. In four years we produced 400,000 machines to America's 200,000; and last year the proportion of exports was even greater in our favour.

Unpractical Jokes.

All success to the new organised effort to expose to light the stealthy methods by which protection is creeping into numberless "small" trades and the preposterous absurdities resulting. Outsiders can hardly conceive the problems and irritations arising out of the taxes on coloured inks or copying-pencils or celluloid frames for vanity-bags.

'JOHN BULL' NET PAID SALES

The Directors, Odhams Press Ltd., Long Acre, W.C.2.

Dear Sirs,—We have examined the Company's accounts and records relating to the undermentioned issues of JOHN BULL, and certify that the net sales (exclusive of all free copies), after deducting returns received during the week of each issue, were as set out below:—

Jan.	2	....	1,104,577	Feb.	13	....	1,083,369
,,	9	....	1,072,331	,,	20	....	1,101,618
,,	16	....	1,065,332	,,	27	....	1,089,512
,,	23	....	1,075,473	March	6	....	1,105,077
,,	30	....	1,070,607	,,	13	....	1,112,307
Feb.	6	....	1,102,400	,,	20	....	1,124,108

March 27 - - - 1,131,288

Yours faithfully,
(Signed) FRANKLIN WILD & CO.,
Chartered Accountants.

Orient House, 42-45, New Broad Street, E.C.2.
3rd April, 1926.

Bolstering Empire.

The Government is setting aside £500,000 to promote the sale in this country of Empire produce. It should now promote more food growing this side of the water. We're also in the Empire.

A Warning.

Though it is unwise to jump fences till they are reached, the threat of the Guild of Youth to refuse to participate in war in any circumstances is not lightly to be ignored. "Peace in our time!" is the demand of the people.

The Decent Way.

Five hundred men thrown out of work by the closing of the Rosyth Dockyard have been re-employed at Devonport. We congratulate the Government on its solution of a difficult problem.

Juvenile Unemployment.

It is estimated that this Easter more than 60,000 children left the elementary schools to enter the labour market. Most of them will remain unemployed. The Ministry of Labour's neglect of this problem is a scandal.

The Percy Policy.

Colonel Lambert Ward, M.P., calls on school teachers to "shoulder their share of national economies." The phrase is meaningless. It is the children who are being cheated.

C.I.D. Losses.

Able detective officers are leaving Scotland Yard through dissatisfaction with their wages. Criminals are the only people who will be pleased.

Pavilion Pleasures.

Birmingham builds a banqueting-hall, Tunbridge Wells builds a new pavilion round its band-stand costing £10,000. There's always money for everything until decent houses are wanted. Then for some reason we have none.

Aristocratic Lettuces.

Salad is a luxury while profiteers are at large. Lettuces at 1s. 6d. each are being sold in London. "To every home its own garden" should be the slogan.

A Sober Britain.

Fourteen million fewer gallons of spirits per year are being consumed in this country since the war. We're going "drier" by consent. And that's the only sound way for intelligent people.

Wangle, Wangle.

Oswald Gray, 15, Taylor Street, Middlesbrough, an ex-soldier, refused employment as a post-office cleaner. It was impossible work because of his artificial foot. Then unemployment benefit was refused because he "was not genuinely seeking work." And that's the way the unemployment figures are "reduced."

The WORLD, the FLESH & the DEVIL

Shipwrecked Seamen.

It is good news that the British Government has ratified the Geneva Convention recommending compensation for seamen thrown out of employment by shipwreck. It remains to translate the proposal into terms of hard cash. No time must be lost.

Harmonious.

Physician and choirmaster at Shere, Surrey, for forty years, Dr. I. R. Cory is retiring from both to an anthem of universal praise and respect. Seven members of the choir have an aggregate service of 269 years, a record which says much for the master's tact and kindliness. May harmony continue to surround him all the days of his life!

Novel Punishment.

The new Chief Constable of Liverpool, Mr. D. I. L. Everett, has an idea for punishing juvenile offenders without the barbarity of the birch. "Compulsory physical exercises on a Saturday afternoon," he thinks, "might have a wholesome effect." The experiment might well be tried. It is worth a big effort to save youngsters from the stigma of the cells.

Cheating the Public.

According to statements at the conference of Shop Assistants, Warehousemen and Clerks, the methods of many employers "make it impossible for a manager to deal honestly with the customer," and thousands of employees, especially women, get from 15s. to £1 a week. The remedy is for the trade union to give names, and the public will know which are the cheat and sweat shops.

Candid Confession.

"You cannot expect me to carry on without selling liquor. That is the only way you can make this kind of place pay," exclaimed Joseph Lyons, the proprietor of a Brighton night-club, raided by the police. This candid outburst confirms what we have always said about these "clubs." Most of them are just gilded drinking-dens.

Paupers by Force.

To enable the Government to show a reduction in unemployment figures out-of-work men at Wigton, in Cumberland, are being denied the benefits they paid for when in work, and are forced upon the paupers' list. A guardian on the Wigton board does not hesitate to add that this is the more wicked because "it is being done for a political purpose." What is the Government's answer to this grave charge?

Married Faithfulness.

Mr. and Mrs. George Webb, of Cowden Hill, near Chippendale, have celebrated the seventieth anniversary of their wedding day. They were married on April 3, 1856, are still happy, and have twenty-eight descendants living. Marriage is not a failure with the Webbs, and that's the reason why the world at large hears little of their doings. But such couples are the backbone of old England all the same.

Fouling his Nest.

Mr. L. V. Rogers, secretary of Southend Free Church Council, is entitled to his own views on the sanctity of the Sabbath, but when he denounces those of his fellow-townsmen who take money by trading on the Seventh Day he is insulting. They may be as good morally as people who don't even laugh on Sunday, and they seem to practise refraining from speaking evil of their neighbours better than does ranting Rogers.

The Unworthy Wife.

If Mrs. Louisa Wooldridge, of Little Suffolk Street, Southwark, has a conscience we do not envy her thoughts. Her husband, a hard-working carman, drowned himself in the Thames. He had been ill with influenza, and a note from his son saying that Mrs. Wooldridge had been pawning again proved too much for him. The son's evidence that his mother had been drinking and pawning should suffice to shame this woman into controlling herself.

Here We Are Again!

Twice has Adolphe Henri Buyle, alias William Walker, been deported under the Aliens' Act, yet again he turned up smiling. The authorities are to try again. Really, the ease with which they are tricked is humiliating—and indefensible!

Classes and Asses.

Mr. Barraclough, of the N.U.T., states that there are 4,000 classes in our schools containing sixty scholars and upwards. Not even a superman could do justice to himself and his pupils under these conditions. Economies that stunt development are suicidally extravagant.

Cheap Food.

Thousands of tons of good fresh fish landed at Hull from Icelandic ports a few days ago scarcely found buyers. Some was sold at less than a penny per pound. None found its way inland. Cheap food is a blessing rarely enjoyed by the half-starved poor in great cities. Their lot would be easier if our Government departments were not so lacking in enterprise and negligent in organising distribution.

Sense at Last.

In accordance with a new regulation, road-breaking by municipalities will in future be undertaken only by permission of the Minister, and excavations connected with water, gas, sewers, and the like must be carried out at the same time as surface repairs. Though the professional humorist may have been robbed of a proven stand-by, ratepayers will rejoice.

A Surgeon's Sacrifice.

The death of Mr. Ronald Bruce Alston, a brilliant twenty-two-year-old surgeon at St. Thomas's Hospital, from blood-poisoning contracted at a post-mortem examination, is the sort of event that sets thoughtful people pondering on the deep purposes of human destiny. The one profitable thought is that he died for humanity. Beyond this lies a mystery no philosopher can probe.

The Human Machine

Men I Hate

by E. R. THOMPSON, M.A.

I HATE exaggeration. I hate the man who exaggerates. I hate him because he is a nuisance to me: he gets in my way, obscures my vision and wastes my energy.

I have in mind exaggeration of conduct rather than exaggeration of speech: the man—or woman—for instance, who is so desperately anxious to put you at your ease that the result achieved is the exact opposite from the one intended.

Shyness, lack of confidence, is really exaggeration. It is simply overstressing one's importance to other people. Your shy person imagines that everybody is looking at him, thinking about him, talking about him.

In reality everybody is far too busy to waste time in such unproductive thought: but the very motive that prompts the shy one to efface himself ends by forcing him on the notice of everyone.

There is, too, the man who is always decrying his own abilities. He tells you that he is no good at this, rotten at that, and hardly up to standard at the other.

SECRETLY he thinks he's every bit as good as the next fellow—and hopes you'll say so! His humble attitude is nothing but exaggeration to cover up vanity.

There's nothing to be gained by these exaggerated pretences. A natural self-expression is always appreciated by one's fellows.

If you spend all your energy on the difficult task of maintaining an exaggerated pose, how can you hope to succeed at anything else?

The Unco' Guid.

Because the Savoy Orpheans Orchestra played jazz to the patients of the Edinburgh Royal Infirmary on Good Friday, certain members of the board are up in arms. The Rev. Canon Gordon called it an outrage. However, the patients enjoyed it, and that to our mind is all that matters. Didn't David, on a memorable occasion, dance his praises before the Ark?—and we guarantee he didn't do that to the droning of a dirge!

Bolshevism's Breeding-ground.

Violent contrasts of wealth and poverty, of prosperity and utter degradation, and of luxury and slums are at the root of the nation's unrest, says the Bishop of Woolwich. Glasgow, he adds, is said to be Britain's most Bolshevist city. Why? Because one half of its population have nothing better than one or two room homes. And in such homes more seeds of death are created in a week than our sanatoria can cure in a year.

Missing Firemen.

The Misses Enthoven, of Link House, have cause for complaint in that the Stanmore Volunteer Fire Brigade failed to put in an appearance at the conflagration which raged for five hours at their residence. The fact that no maroons were available, by means of which the Stanmore contingent is usually summoned, is disquieting. The day of volunteer fire brigades is past. Even the smallest of villages should be provided with an efficient official organisation for fighting the dread element.

Blind Bigots.

None are so greatly to be pitied as those whose souls are small and narrow, and whose eyes are blind. At Dumfries, the ministers of many churches are of this type, or they would not have opposed Sunday music at Dock Park, seeing that it would drag the poor from the dens in the town's evil closes into sunshine and the pure air. When the ballot-boxes reopen, Dumfries electors must appoint a council with backbone to resist the dictation of preachers of narrow vision.

Lady Cynthia's Choice.

At the I.L.P. Conference, Lady Cynthia Mosley again complained of the embarrassment of a title, which she declared she had no power to forfeit. Once more we assure "Comrade Cynthia" that she doesn't possess a title: as the daughter of a peer she is merely permitted by custom to assume a courtesy one. She could drop it to-morrow—if she really wanted to. To pretend otherwise is sheer hypocrisy.

Foul Calumny.

Really some people are beneath even the contempt of decent folk. When eleven employees of a Trowbridge brewery, Wilts, were fined for stealing barrels of beer, slanderous gossips spread the rumour that poor murdered Richards, done to death by the lad Lincoln, was a confederate of the culprits. As a matter of fact, it was action taken by him which led to the conviction of the thieves. Such malicious defamation of the dead is damnable!

The Bench Decides.

When Ada Theall, a girl of eighteen, pleaded guilty at Nottingham to stealing cash and clothing, it was ascertained that she was dance mad and spent all the money on dress for herself. Putting her on probation, the magistrates ordered her to keep away from all dances for three years and be at home every night by ten. What a pity it is that parents let such matters drift until the police have to intervene.

"Bravo 'Shirvan'!"

When the *Mauretania*, the great Cunard liner, picked up the wireless call for help of the disabled British ship, *Laleham*, she steamed 180 miles at full speed to the rescue. On arriving, however, she found that the steamer *Shirvan* had stolen a glorious march upon her, and rescued the thirty-seven officers and men in the teeth of the gale. "The *Shirvan* won the trick. Bravo *Shirvan!*" flew the liner's message to New York. There is only one thing to add, and that is, "Bravo, *Mauretania!*"

Waking Up Leeds.

Leeds, this summer, is to commemorate the granting of its charter 300 years ago. There will be a week of celebrations, bunting, illuminations, bands, pageants and fireworks, and thousands of pounds will be spent. Jollifications are all to the good, but what of the unemployed and the houseless? The problems could be solved if attacked with the same energy and determination that goes to the feasting. Leeds still has slum areas crying aloud for attention.

When Lives are at Stake.

The Board of Trade has "under consideration" the question of the desirability of line-throwing appliances being carried in merchant ships for the purpose of establishing communication between two vessels, or between a vessel and the shore. Surely the answer to such a question should not require much consideration. All possible steps should be taken for safeguarding lives at sea, and we hope that regulations will soon be enforced to make the provision of such appliances in merchant ships compulsory.

Alone He Did It!

Risking the dangers of the Channel in a dense fog for a night and a day, Robert Farringdon, of Faversham, single-handed and in a small open boat, succeeded in taking food to the starving crew of the Norwegian schooner, *Zoro Anne*, which had been stranded on the Goodwins. Time and again he was on the point of being run down by large steamers, and it was only the dogged persistence of the brave fellow that pulled him through. The splendid audacity of the adventure leaves us landlubbers gasping.

Babies Going Cheap.

At Talbot Road railway station, Blackpool, a kindly tripper, asked by an elegantly dressed woman to please hold her baby a moment, found herself landed with an infant on whose clothes was pinned the message, "Please love and care for this orphan child. His name is Dennis Johnson, and he was born on Sunday, February 28, 1926." This is a revival of an old stunt. Instead of "holding the baby," kindly intentioned people would be better advised to hand over the would-be trickster into custody of the police.

Make Them Examples.

Three Staffordshire farmers have been convicted at Lichfield of sending tuberculous cows to market and selling them for food. F. W. Holland was fined £5 and £3 13s. costs, and W. Shuker Wychnor and A. Ward £3 each with £3 10s. costs, the magistrates pointing out that they were dealing leniently as these were the first cases in the district. That was just the reason for an opposite course. To spread illness by diseased meat is a crime which must be checked by strong measures—strong enough to prove a real deterrent.

Too Easily Gulled.

A woman named Isabella Charlton has been sentenced at Durham Quarter Sessions to six months in the second division for obtaining money by false pretences. She opened a maternity home at Gateshead, and advertised for "Assistant nurses, experience unnecessary." When girls replied, she arranged to train them for the C.M.B. certificate in return for a payment of £12, which, unfortunately, she sometimes got. If girls would make proper enquiries before parting with money many of them can ill afford to lose, they would not be so easily duped.

Heathen at Home.

There are heathens in Britain as well as overseas. In a little house at Turdale, in Staffordshire, a man and his two daughters slept in the same bed, and on a couch close by, in the same room, the nights were passed by a male lodger. The elder of the two girls, at seventeen, became a mother. The father of the bairn was said to be a lad also aged seventeen, but this was disputed at an inquest on the dead child. The coroner might well have asked, Why do we send our missionaries to work in foreign lands when there is so much for them to do at home?

"John Bull's" Advice Service.

Our Special Commissioner will be in the Manchester district for two weeks from Monday next, April 19, and will be pleased to see any readers who have grievances requiring investigation or advice. Matters of all kinds will be gladly looked into. Those who wish to take advantage of this offer, particularly readers living in outlying areas, should write at once to the Chief Commissioner, JOHN BULL, 93, Long Acre, London, W.C., giving full particulars of the respective cases, and asking for an appointment to be made.

Bullies in Blue.

Chancing to pass just as three men had been arrested in connection with a taxi fare dispute, Captain H. Allison, a Jockey Club official and the starter at Lincoln, remarked to the policeman: "You are making a mistake—I know one of these gentlemen." He was promptly arrested, and marched through the streets. Apology followed upon explanation, and he was released. Though policemen's boots are proverbially roomy, this officer seems to be too big even for the largest of sizes.

Price of Learning.

London County Council wants someone under thirty able to read court and cursive hands (particularly of the sixteenth and eighteenth centuries), who has a knowledge of mediæval law-Latin, of abbreviations used in legal documents, diplomatic formulæ and also the more important sources of historical information. For this scholarship the munificent salary of just under £3 weekly is offered, with a "bonus" bringing it to £4 14s. 1d. and a fraction. With such inducements it's a wonder that young persons in this country trouble to educate themselves at all.

Marks' Bad Memory.

Alfred Marks, turf accountant, of 6, 7 and 8, Old Bond Street, London, W.1, would appear to be in need of a course of memory training. He has just favoured a Mitcham reader with a batch of circulars inviting him to entrust his business to the "house" of Marks, and assuring him that he could not possibly find anyone more reliable. Where Marks' memory fails is that in this instance he approached a former client, and as our Mitcham reader's initial experience of this firm was unsatisfactory it is doubtful whether he will be moved by this second invitation.

More about Byrne.

A few weeks ago we gave a full exposure of the activities of an elderly trickster named Byrne, whose reputation extended to America, Ireland and the Continent. His latest exploit has been to solicit advertisements for "The Irish Education Directory and Scholastic Guide for 1926-7." Numerous people have been led to pay for advertisements in advance, but the directory, which was to have been published by "Byrne, Lane & Brown," 12, Upper Camden Street, Dublin, shows no sign of appearing. Various excuses and promises have been made, but we would not advise those who have subscribed to be too optimistic.

Death Dealers.

At the inquest on the victim of an accident at Ashton-under-Lyne, it was proved that the engine of the large motor-lorry which ran down the man could only be stopped by the driver getting off, lifting the bonnet, and choking the carburettor. "The chassis and steering gear were out of order," said the coroner, "and there was leakage in the petrol tank. Words fail me to express what I think of the utter crass neglect in sending out such a machine. It almost amounts to criminal neglect." Exactly, but the knowledge comes too late to help the dead. There is needed an official standard and adequate inspection to ensure such vehicles being road-worthy.

'JOHN BULL'S' FREE INSURANCE GIFT
£250
DEATH BENEFIT PAID.
See page 2.

Problems of Life

A Second Turn

by the Rev. R. J. CAMPBELL, D.D.

ONE occasionally hears a remark like the following: "If I had my time over again I would take a different course." Sometimes it is spoken in bitterness, as when a man has been ill-repaid for a kindness or betrayed by a friend.

Sir Arthur Quiller-Couch

I am thinking as I write of a really good fellow who has been so scurvily treated by persons for whom he has sacrificed much that he vows if he had his time over again he would never do a good turn for anybody.

He is entirely mistaken. The next time he sees a human being in trouble he will do just what he did before. His warm heart will not allow him to be selfish.

More often, maybe, when the statement is made that life lived a second time would yield different results, the speaker is referring to his own mistakes and follies, not to those of other people.

I suppose we all feel that we should do better if we could begin again.

No doubt we should if we could begin again with the same opportunities as before, but with our present experience to guide us in making use of them.

BUT this is what we cannot have. We must come afresh to the solution of every problem in life; there is something unique and unforeseen in every important crisis that we have to meet.

So when we blame ourselves for our past errors and unwisdom, our mishandling of grave situations or our failure to perceive the right thing to do when big issues were impending, let us remember that we could not possibly have seen things then as we see them now.

If we had to begin life anew, knowing no more about it than we knew at first, it is improbable that we should do much better with it.

We can only learn by living, and none can ever learn for another, neither can one stand exactly in another's place and see through another's eyes.

SIR ARTHUR QUILLER-COUCH, in one of his delightful sketches of Cornish life, makes the mother of a family say: "When they're young they make your arms ache, an' when they grow up they make your heart ache."

Would this sad admission prevent any normal woman from wanting to hold her own baby to her breast? No, indeed.

Let us never long to re-live the past in which we have done well or ill, rejoiced or sorrowed. We are what life has made us and our gaze should be forward, not backward.

We have learned our lesson if the experience of the past has taught us humility, sympathy, tolerance, and a kindly patience with human nature as it is.

AIRMAN'S DEATH: Disturbing Facts

AIR MINISTRY'S DISQUIETING ADMISSION

A Mother's Tragic Letter

A MOVING letter reaches us from a bereaved mother whose son was killed whilst flying at Eastchurch Aerodrome just over a year ago.

"I feel," she says, "that the full facts of his death should be made public, for though nothing that I can say or do can make good my irreparable loss, it may, in some small measure, be the means of saving the lives of some other boys, and the consequent suffering to mothers."

Her letter is moving because it is always sad to read of a promising young man being cut down on the threshold of his career.

Her son, Pilot-officer A. C. C. Mason, was only twenty-five, and he met his death whilst undergoing a flying and gunnery test during a course of instruction.

The public will need no reminding of the tragic number of disasters which have overtaken promising young members of the Royal Air Force whilst undergoing training, and they will agree with this officer's mother that the circumstances should be specially investigated for the sake of others.

A terrible test

Pilot-officer Mason had had considerable flying experience and was a level-headed, clean-living young man who was keen on games and sports of all kinds.

He was, in fact, a typical example of the young Air Force officer to whom we must look if Britain is to attain air supremacy.

But whilst their lives must of necessity be exposed to considerable danger at times, there is absolutely no reason why they should be exposed to undue risks in times of peace.

The test on which Pilot-officer Mason was engaged when he met his death consisted of diving at high speed with the engine running, and firing at a target floating in the sea.

Regulations forbid pilots to fire at an altitude lower than 300 ft. Having descended thus far they are required to come out of the dive, reascend and carry out again the same operation.

Startling admissions

It will be seen that this is an extremely difficult and dangerous test, even for an experienced pilot, and it proved fatal in Mason's case. For some reason or other he was unable to check his dive. His machine plunged into the sea and he was drowned.

An official court of enquiry attributed the disaster to "an error of judgment," and there, apparently, the matter has been permitted to rest.

Now, on looking into the circumstances surrounding Pilot-officer Mason's untimely end, we have come upon certain facts which seem to throw another complexion on the subject.

When the Air Ministry was approached on behalf of the bereaved mother, it made one or two striking admissions which we feel should be made public.

We have mentioned that Mason was a skilled pilot. He had in fact over 100 hours' flying experience on "Sopwith Scout," "Snipe" and "Sidley-Siskin" machines.

But the machine he was flying at the time of his accident was a "Bristol Fighter," and the Air Ministry's remarks in this connection are most enlightening.

"On his arrival at the school," says the Ministry, "his flying qualifications were investigated in accordance with the usual practice by the Squadron Leader in charge of Flying and Aerial Gunnery.

"This officer found that *Pilot-officer Mason had not flown a 'Bristol Fighter' machine.* . . . He was given thirty minutes' dual control instruction on a 'Bristol Fighter' machine by the Squadron Leader."

Thirty minutes' instruction on a strange machine, and then sent up to perform a most difficult and dangerous evolution! Surely this is a most grave admission on the part of the Air Ministry?

Even in war time such "rush" training would seem unjustifiable; but the test in question was carried out under peace-time conditions and there was surely no need to hurry pilots through their course?

This aspect of the tragedy, taken in conjunction with the official finding that the mishap was due to "an error of judgment," must fill the public with misgiving.

Can the pilot fairly be blamed for such an error in view of his admittedly short instruction?

Need for further enquiry

Apart from the fact that he was flying a strange aeroplane, Pilot-officer Mason had only completed about three weeks of his gunnery course, so it seems safe to assume that he was not very much at home with a machine-gun either.

We feel that this case should certainly be reopened, for if the Royal Air Force is to be efficiently trained it must profit by the lessons from such mishaps as this; and these lessons are not to be gained unless the *full* circumstances surrounding all fatalities are thoroughly investigated.

The Angel's Reward

Life's Brighter Outlook

FIVE weeks ago a young husband and wife, the latter clutching to her bosom a tiny, frail bundle of whimpering humanity, entered a taxi-cab outside their humble home by the banks of the River Lea to embark on the Great Adventure—a month's holiday by the sea.

Mr. and Mrs. Albert Goodall and Baby Goodall need no introduction. Our readers have been told of their terrible uphill fight for life against heavy odds; of how, weak and emaciated through lack of food consequent on unemployment, they appealed to us for assistance to keep the wolf from the door; and of the splendid result to our appeal—the Christianly act of some unknown angel on earth, who sent us £100 to be expended on the young family.

* * *

Readily we acquiesced to the wishes of this anonymous benefactress, and within a few days of the receipt of the money, the Goodalls were well on their way to the sunny shores of the Isle of Wight.

Four weeks amidst the hills and dales of sunny Shanklin has wrought a miracle. Gone are the wan, pale face and the look of despair; rosy cheeks and a healthy glow have taken their place.

* * *

Baby Goodall, increased in weight over 4 lb., looked a veritable piccaninny as her proud and smiling mother lifted her from the carriage at Waterloo.

The happy little family, restored to health and strength, are back at their home in Middlesex Wharf. But only for a few days, for Albert Goodall has started in the works of the Citroen Motor Company at Slough, away from the smoke and the turmoil of London, there to further gather the health and strength which is the right of every one of God's creatures.

There is one other, too, who has returned from a month's visit to the sea, as the result of the benevolence of that unknown saviour of humanity.

The nurse who told "Humanist" her pathetic story of a long fight against drug-taking—a habit acquired over a long period of terrible illness—has returned from Clacton-on-Sea, a different woman, greatly improved in health and full of hope and determination for a brighter future.

Like the young family of Lea Bridge Road, she found it hard to express to the full her thanks to her benefactress, but her first words as she stepped from the train were, "And how are the family getting on at the Isle of Wight."

* * *

As with the Goodall family, the balance of the money so generously sent her has been put into the bank until such time as it may be wanted to help her in the future.

The Wiles of Iles

Traders' Institute Trash

A CONCERN known as The Traders' Institute, of 7, St. Stephen's Avenue, Bristol, has lately announced its intention of launching an extensive advertising campaign, and since it apparently desires publicity, we hasten to afford it some that should be at once interesting and useful—to the public.

The imposing letter-heading of the Traders' Institute describes its business as that of "manufacturers, publishers and printers, importers and exporters and mail-order specialists."

A claim is also put forward to the effect that the Institute originated "the co-operative system of mail-order trading."

Old methods, new guise

Now, what is the Traders' Institute? In the first place, it is not so imposing as one might perhaps be led to believe on first glancing at its notepaper.

Its "head office" at Bristol consists of one room on the top floor, containing no stock, and the nature of its business is such that we would urge advertising managers to reject its advertisements.

To be more explicit, the chief activities of the Traders' Institute would appear to be confined to selling home-employment schemes, and our readers will need no further warning when we tell them that the man behind the scenes is none other than our old friend F. Iles, who has figured in these columns on more than one occasion.

Once upon a time Mr. Iles used to trade as the Ideal Institute, at 1, Boulton's Road, Kingswood, Bristol, but his change of title and address has had no visible effect upon his methods, which remain unaltered.

His usual plan is to attract unemployed people by inserting advertisements to the effect that £5 weekly can be earned at home.

When the unfortunate job-seekers get into touch with him they are asked to forward 3s. 9d. for instructions and advice in commencing and carrying on mail-order business.

Those who are foolish enough to send the money receive a paltry book entitled "Money Making at Home," and a number of typewritten sheets of "special propositions."

A poor equipment

This is presumably intended to be taken as constituting "the complete equipment" for making £5 a week at home, and the Traders' Institute remarks: "If the information given therein was printed on £5 notes it could scarcely be of more value to you."

This is indeed very true, since the "information" referred is of no value at all!

Suffice it to say that the "complete equipment" is trash, and that F. Iles, who has been making his living by foisting this mail-order rubbish on to poor job-seekers, should be regarded with disfavour by all.

A Mother's Sad Plight

Daughter Torn Away

MRS. STIMSON, an invalid lady who resides at Manor Park, is in dire trouble. Left a war widow in 1916, with three children to rear, she has had a hard struggle for existence.

At the time of her bereavement her eldest child was only seven, and Mrs. Stimson worked hard in order to augment her pension and provide for the little ones.

But the strain told upon her, and the doctor declared that she must give up working.

As soon as the eldest child, a girl, was old enough she obtained a post at a restaurant, where she toiled hard to bring in a little extra money.

Meanwhile, Mrs. Stimson's health grew steadily worse and, having no one to look after her, she was obliged on several occasions to keep her youngest child, Lilian, aged twelve, away from school in order to attend to her imperative needs.

A dread visitor

The result was that Mrs. Stimson was summoned to appear before the local magistrate to show reason why she kept Lilian away from school, and although the whole facts of her sorry circumstances were explained the authorities showed little sympathy.

Two weeks ago a warrant officer from the police and the "school board man" came to take the child away.

Lilian, who herself has suffered from much ill-health, was terrified, and ran to a kindly neighbour for protection.

Of course she had to go, and the shock of having her youngest child torn away from her in this way has so upset Mrs. Stimson that she has had to take to her bed again. She is terribly frail and ill, and the eldest daughter has had to give up her employment.

Letters of woe

Poor little Lilian has been sent miles away to a Catholic home in Sheffield, and in spite of the matron's assurances that she is happy there, the child's letters to her mother show that she is miserable.

Mrs. Stimson's pension amounts only to £2 4s. 2d. per week, and now part of this is to be taken to pay for the upkeep of twelve-year-old Lilian, who has been snatched from her side in her hour of need.

Her other child, a boy of fifteen, is learning the building trade, but as he only receives 10s. a week he cannot help much.

We have brought the matter to the notice of Father Davidson, of St. Nicholas Church, Manor Park, who agrees that the action of the authorities is callous and inhuman. Father Davidson, we are glad to say, intends to make a thorough investigation.

We sincerely hope that his efforts will bring some measure of relief to this poor invalid woman who has been so harshly treated.

ARREST OF A PUBLIC MAN

WE REVEAL TRAGIC SEQUEL

A Policeman on the Rack

TO-DAY, living in impoverished circumstances and despair, with a wife and two children, in a tenement off Charing Cross Road, is a man who is the victim of a grave injustice, against which he has been fighting for nearly ten years. His plight is all the more pitiable since, during his endeavour to obtain redress, he has gone blind.

Andrew O'Connor is his name. He was born in the county of Kerry, Ireland, where his people were highly respected.

His father's ambition was that his son should become a college master, but the boy's studies were brought to an abrupt end owing to the premature death of his father, who was killed by lightning.

Obliged to seek a livelihood elsewhere, Andrew O'Connor left his home town for Cardiff and eventually obtained an introduction to Captain Lindsey, the then Chief Constable of the Glamorgan Constabulary.

Captain Lindsey opened out for O'Connor a new career—he became a member of the Glamorgan Police Force and, being an apt student, he took up a special study of Police Law and Practice, passing several examinations with flying colours.

Wrecked ambition

His ambition was to occupy, one day, a big position at Scotland Yard, and, sober, intelligent and hard-working, he set out to do it.

With the consent of Captain Lindsey he presently resigned his position in Glamorgan and came to London. His character was of the highest, and his three years' service in Cardiff stood him in good stead.

Accepted by the London Metropolitan Police Force, he was appointed for duty at Bow Street Police Station.

At Bow Street he soon made himself conspicuous by passing, with only one other out of thirty applicants, the required educational examination, and for two years actually carried out successfully the duties of acting-sergeant.

Then, suddenly, a blow was dealt this zealous officer which wrecked his whole career.

Extraordinary intervention

One day a man obstructed him in the course of his duties. Now every police officer is taught that it is a very grave offence for anyone to obstruct a uniform man in such circumstances.

The remonstrations of P.C. O'Connor were of no avail and he had no alternative but to take the man into custody on the charge of insulting behaviour and creating a breach of the peace.

Arrived at Bow Street Police Station, a disquieting event occurred. The inspector on duty was about to enter the charge, when a higher official entered and intervened, with the result that the man was allowed to leave the station on the ground that the evidence against him was "not sufficient."

The next day a London paper published an extremely biased version of the whole affair. It did not publish the name of the gentleman who had been escorted to Bow Street by P.C. O'Connor, but contented itself by referring to him as "a very well-known public man."

Then it went on to give a long explanation of what this gentleman proposed to do in regard to the matter. In short, he proposed to report O'Connor to the Commissioner.

Influenced by influence

To this day the name of the "very well-known public man" has not been made public. As he has since died we may be excused from giving it now. It is sufficient to say that he was head of a world-famous company, and his brother at the time held a very high judicial position.

P.C. O'Connor, from a photograph taken just before he came to London

When we recently saw O'Connor we found him a wreck of his former self and quite blind. And as he is still struggling in vain for a full and impartial inquiry into his case we think in justice to him that his side of the question should be made clear.

O'Connor states that *it was his duty* to arrest "the well-known public man," who was having an altercation with taxi-drivers outside the Gaiety Theatre and was very abusive to the constable when he told him to go away.

O'Connor says that had he been an ordinary citizen, and not a man of influence, the charge would have been taken in the usual course.

We should have thought so, too. If a constable arrests a man on a charge permissible without a warrant, and if he is taken to a police station, is it not the fair and proper thing to have the whole issue fought out before a magistrate?

A fair question

Should it be within the province of higher officials to intervene, and, at their own discretion, decide whether the weight of evidence is sufficient or not to justify conviction? Nevertheless, that is what happened.

The arrested man lodged a complaint with the Commissioner of Police, and P.C. O'Connor was called before the Disciplinary Board at New Scotland Yard. He was still prepared to prove the charge against the man he arrested, and had witnesses to call for that purpose.

O'Connor says that the independent witnesses were not allowed to be called. After the accuser had alone given evidence the enquiry was closed by P.C. O'Connor being "Severely reprimanded and strictly cautioned, and, for the benefit of the Service, transferred to another Division."

In vain the constable protested. Why, he asked, had not his superior officers at Bow Street reported him if he had been guilty of an offence? If the charge he had preferred was improper, *it was their duty to do so.*

Ignominy or resignation

His protests fell upon deaf ears. With indignation burning within him, conscious only of the fact that he had done his duty, he refused to be transferred with ignominy to another division and resigned.

That was in 1917. Subsequently, when he managed to obtain the necessary money, he brought an action for libel against both the newspaper and his accuser. Funds hampered him, however, and his health gradually gave out.

But he struggled on; in June, 1924, the action was settled out of court, the defendants paying him the sum of £125 damages.

Commenting vaguely upon this case the *Police Review*, said: "It is obvious that if complaints from influential quarters are made to the Commissioner when constables in the execution of their duty take action in the manner described, it will become increasingly difficult for a constable to do his duty."

In other words, shall we say, if a constable recognises a Cabinet Minister, for instance, committing a breach of the peace *for which an ordinary citizen would at once be charged*, is he to look the other way?

That is the question poor O'Connor has been asking for nearly ten years.

Justice must be done!

Home Secretary after Home Secretary, Member of Parliament after Member of Parliament, has been asked to hold an enquiry into this extraordinary case; but cold, official letters of refusal are the only reply.

O'Connor wants the chance to clear his name before an impartial tribunal; and, if he succeeds in doing this, he wants compensation for his years of agony and torture. There is no doubt that his present state of health has been brought about by the ordeal through which he has passed.

Must he, in his blindness and despair, live on with feelings of utter dismay and disgust for the administration of that great Force which he had one day hoped himself to control?

We think the present Home Secretary should make it his business to see that justice is done to this blind invalid.

THE PICCADILLY PLUNDERER

MAYFAIR RASCAL UNMASKED

Why a Name was Changed

INSTALLED in palatial offices at 48, Dover Street, Piccadilly, there is a very interesting gentleman named John Charles Hamilton.

If you are a business man in need of temporary monetary assistance Mr. Hamilton can see you righted.

Judging by his literature, he has endless capital at his disposal, which he is prepared, or pretends to be prepared, to hand over to bona-fide traders in return for proper guarantees and substantial commission.

Many people, however, who have fallen for the Hamilton lure have found that his promises do not work out well in practice.

Generally the trader finds himself in worse difficulties than before, whilst Mr. Hamilton waxes rich upon the gullibility of his unsuspecting clients.

We find that, originally, Mr. John Charles Hamilton was known by the more arresting name of John Charles Abrahams. We have a shrewd idea as to the circumstances which led him to effect the desired change.

Luring victims to the net

Mr. Hamilton, formerly Abrahams, has a number of touts who go about the country calling upon traders on his behalf. Many of them are commercial travellers who work for Hamilton, on a commission basis, in their spare time.

It is their business to rub into all impecunious traders the fact that their concerns will never prosper until they have got somebody to put more money into them.

Once the tout has interested some embarrassed trader, he introduces him to a firm called the Piccadilly Industrial Investments Company—which is really Hamilton.

At the introduction Hamilton talks in a very grandiose manner, and poses as the most honest and scrupulous financier extant.

As a matter of fact, what really happens is this. Hamilton draws up an extravagant scheme, promises all sorts of things which never materialise, and generally induces the trader to pay him exorbitant fees in return for his services.

The fly in the ointment only appears when the anticipated capital does not arrive, for traders mostly find that Mr. Hamilton the financier never finances.

Cunning of this crook

If the trader goes to a solicitor, alleging that his money has been obtained by false pretences—in that Hamilton took it on the promise of procuring capital which is not forthcoming—he is almost invariably told that Hamilton has carefully covered up his tracks.

For the clever part of the whole swindle is that Hamilton never enters into any written contracts definitely tying him down, but relies upon his own gift of the gab and upon the gullibility of those who are unfortunate enough to visit his Mayfair office.

Through one of his glib-tongued touts, a Hastings reader got in touch with Hamilton, who told him the usual story of how he could provide him with the additional funds he required to carry on his business.

The result was that he paid £100 to Hamilton for work which any local solicitor would have undertaken and carried out far more efficiently for about a fifth of that amount!

Our disillusioned Hastings reader got in touch with Scotland Yard, where several other complaints have been made against this very enterprising gentleman.

But although the police know that Hamilton advertises very extensively, and obtains large sums of money by specious promises, they are unable to do anything in the matter, owing to the great care with which his literature is prepared.

We can quite understand this, as Mr. Hamilton has been through the trying routine of the criminal court on at least two occasions.

We can prove, for instance, that this gentleman figured in the dock at the Old Bailey in 1910, when Albert John Abrahams (his father) and John C. Abrahams (himself) were found guilty of conspiring to obtain money by false pretences from people they robbed in a concern called the Merchants' Legal Aid Society, Limited.

Both father and son got twelve months' imprisonment.

We can prove, further, that the younger Abrahams—that is to say, the same Mr. Hamilton who is now calling himself the Piccadilly Industrial Investments—again appeared in the dock at the Old Bailey, in March, 1920, in connection with a company fraud perpetrated in Regent Street, with which Hamilton was associated with another man.

In this instance Hamilton was sentenced to a further twelve months for conspiring to obtain money by false pretences.

The years of reflection

One term of a year in jail is sufficient to make any ordinary financier more careful in future.

But the two spells of a year each endured by Mr. Hamilton have apparently made him an *extra*ordinary financier, for he now appears to possess a cunning which even the resources of Scotland Yard find it difficult to probe.

A Hamburg Humbug

Heckscher's Lottery Rubbish

A SHORT while ago we referred to the ever-growing number of foreign lottery schemes which were being advertised extensively in this country, and we issued a warning to our readers.

One reader who had been approached by a foreign agent in this connection sent a cutting of our paragraph to the solicitous gentleman for his remarks. In due course he received a long letter which he has forwarded to us, the contents of which are decidedly interesting.

* * *

"I beg to state," runs the letter, "that the Hamburg Lottery is no private undertaking, but an establishment founded and conducted by the supreme Government of the State of Hamburg, who guarantees the prompt payment of the prizes to all ticket-holders, no matter whether they live in Hamburg or abroad."

This is very nice to know, but listen to what the writer has to say with regard to JOHN BULL.

* * *

"Misleading articles as such sent by you cannot be prosecuted, owing to the fact that the Hamburg Government has no jurisdiction on the papers of your country.

"Moreover the laws of your country suppress all sorts of game as lotteries and bettings, so that there is no possibility to publish the names of the prize-winners in your papers."

Now, who is this gentleman who writes so confidently about the laws of England? His name is Samuel Heckscher, and the motto he has chosen for his elaborate letter-heading is "Nothing Venture Nothing Have."

In 1924 he was carrying on the same sort of business, but he was then boosting "The Great Gold Money-Lottery." We advised our readers not to listen to Heckscher's humbug about the wonderful possibilities of the scheme, and we see no reason why we should alter our opinion with regard to his present solicitations.

It is all very well to say that the lottery is "guaranteed" by the "supreme Government;" but there is no reason to believe that such a guarantee, if it exists, extends to Samuel Heckscher, who only represents himself as an agent of the scheme.

* * *

The truth of the matter is that there are dozens of agents for the various foreign lotteries who are soliciting subscriptions in this country.

It is impossible to ascertain whether they represent bona-fide schemes, or whether they themselves are bona-fide agents; and in the absence of any form of guarantee in this connection the safest and sanest policy is to ignore their offers altogether.

Slow House "Finders"

Traps for the Homeless

"BUY Your Own House.—An initial outlay of £5 per £100 of purchase price will enable you to secure immediate possession; your rent repays the advance. Satisfaction Guaranteed or outlay refunded. For interview or further particulars, apply D. Barnett, 187, York Road, West Hartlepool, representing Northern Estates (Sund.) Co., 45, West Sunniside."

A West Hartlepool gentleman, answering the above advertisement, got in touch with Mr. Barnett and, being led to believe that he would obtain a house on the terms stated, paid over £21 in August last.

He was promised all kinds of things; but after he had parted with his money he found it extremely difficult to obtain anything from the concern save apologetic letters.

By the time November had arrived, and as the company had done nothing of a tangible character for him, he asked for the return of his cash.

He received a letter saying the company would "get the matter settled as early as we can," a further promise that was not fulfilled.

Persistent promises

Another fortnight elapsed. Then our reader wrote to the company saying that he was very dissatisfied with its methods of business and again demanded his money.

The company still persisted in its promises; and eventually, on December 9 last, begged to inform him that a cheque in settlement of his account would be forwarded "in the course of a day or two."

A day or two passed; then a week or two. But still no money came. After this the West Hartlepool branch closed down, and all correspondence had to be addressed to the headquarters in Sunderland.

Two days before Christmas, the Northern Estates (Sunderland) Company, in response to a further application for a refundment of the money, wrote to our reader regretting the delay in settling his account.

The delay, it said, was due to changes in the management of the company, but assured him that "as soon as matters are completed you will receive your cheque."

Apparently the people running the Northern Estates (Sunderland) Company are about as slow in settling their own affairs as they are in finding houses.

No money—no house

Their final promise, made last December, was to the effect that they "hoped to be in a position to clear all accounts by the end of the year."

The end of the year came, and the first quarter of another has passed. But still no money, nor, indeed, any house.

We think that the Northern Estates (Sunderland) Company, whose partners are given as "M. Lister" and "A. Ricks," had better set about the task of putting their own house in order before advising people, in this curious fashion, how to buy a house of their own.

Naval Man on the Rocks

A Shattered Life

At the early age of twenty-seven, John Henry Norwood, formerly a stoker aboard the *Royal Sovereign*, is a broken man, with his life's prospects shattered and blighted. Whilst serving in the Royal Navy early in 1924, Norwood contracted sleepy sickness and was off duty for nearly six months.

In September, 1925, there was a recurrence of the illness and Norwood was sent to the Naval Hospital at Queensferry. He was subsequently transferred to Chatham and was discharged in December as being "unfit for further service."

Having a wife and child to support, Norwood at once set to work to find employment, and eventually succeeded in securing a post as gardener.

He was only able to hold this job for a week, however, as the state of his health made it quite impossible for him to carry out his duties.

Relying on charity

His condition was growing alarming, and he applied for admission to the National Hospital, Queen's Square. This was not accorded, and an appeal to the Hampstead General Hospital was also fruitless.

In desperation he made a third attempt, and this time he was admitted to the London Temperance Hospital, in January this year.

He was discharged at the end of February, and now attends the electrical department three times a week, where he receives artificial sunlight treatment and massage. His condition is still very grave, and he is placed in most distressing circumstances.

Norwood's total means of support amount to 18s. a week National Health Insurance benefit and a special grant of 5s. a week from the Royal Naval Benevolent Fund.

The British Legion has also helped him as much as possible; but it is a scandal that one who contracted a terrible affliction whilst serving his country should be thus left to depend upon charity.

To discharge a man as unfit for further service without making any provision for his future and simply to leave him to get along as best he can seems callous and criminal.

A plucky wife

Mrs. Norwood is just as tragically affected as her husband. They had only been married for a month or so when he first left for service, and then he returned to her a physical wreck.

She has been forced to take her child to her people's home, being terrified to remain with her husband, whose affliction makes him liable to terrible fits of violence.

She is pluckily working to support herself, knowing full well that her husband can ill afford to spare anything from his slender allowance.

Norwood's need is a real one and a pressing one, and we think that the Admiralty should be called upon to make some statement concerning the circumstances of his discharge.

CAN YOU BEAT IT?

MATTHEWS MOVES ON LONDON

Bogus Cleric's Shady Mission

It is necessary to throw some further light on a certain individual known as Pastor Matthews, superintendent and general secretary of the Northern Evangelistic Association, and the City and Central Mission, Aberdeen, of which the "Secretary and Deaconess" is a lady described as "Sister Norah."

Pastor Matthews, who is not an ordained minister, has been running the Northern Evangelistic Association for years, and has obtained large sums by way of contributions from a generous but gullible public who believed that their money was being well applied.

Our charges all along have been to the effect that the work of the association was out of all proportion to the amount of the funds collected, and that the money was being spent for purposes other than those for which it was given.

Following our exposures, Matthews asked us to make an appointment to see him and hear his side of the question. This we did most willingly, but the good pastor never kept it, and contented himself with telling people that we were apologising!

A difficult job

But in one instance at least Pastor Matthews found it far from easy to convince his hearers that John Bull's statements were unfounded, though he endeavoured to do so by every means in his power.

A gentleman who conducted a branch mission in the Midlands expressed his intention of resigning unless the pastor cleared his name, and this brought forth a long, bluffing letter.

"We have found out the authors of the articles in John Bull," wrote Matthews, and at once proceeded to lead the trend of his letter away from the actual articles by plunging into a long discourse concerning the affairs of the said authors.

We are able to state that his imagination must have been brought into play in this connection as our Special Commissioner, who investi-

"Sister" Norah *"Pastor" Matthews*

gated the scandal personally, was the author of the articles in question.

But Matthews did not believe in doing a thing by halves. After "clearing up" the question of authorship of the offending articles he observed:

"As soon as I am well enough I will visit the various branches and reply to John Bull. I will also request the Editor to see me when I am in England. I may take you to London with me if the Editor agrees to meet us and hear our side."

This blustering statement was made nearly a year ago, and we have already mentioned the fact that Matthews failed to keep the various appointments we made with him.

We are still willing to meet him and still waiting for his visit to London. But the gentleman in charge of the Midland branch saw through this shallow bluff and decided that he, at any rate, could not wait to be "taken" to London with the pastor. He sent in his resignation without more ado.

Matthews was most upset, and wrote beseeching his lieutenant to reconsider his action.

"If you decide to again work under our auspices we make the following offer," declared Matthews. "£2 10s. per week, also 1s. in the £ (net) on Harvest Festival Anniversary Sale of Work and any other special efforts."

Needless to say, this despicable attempt at bribery was treated with the contempt that it deserved.

Meanwhile, Matthews is carrying on as blatantly as ever, and is at present concentrating on London.

We have before us one of his pamphlets referring to "Great Revival Meetings" to be held at 30, Brixton Road, S.W.9, and inviting "voluntary workers" to use their "time and talents" in the interests of the work.

Cadging collectors

We say quite frankly and flatly that we do not want Pastor Matthews to establish his mission in London, and we advise all Londoners to ignore his appeals.

"Expenses" is a word which figures largely in his accounts, and most of his collectors are professional cadgers, working at a salary, and at least one was a jail-bird!

Then, too, until recently, his chief associate was a sanctimonious and scheming religious hypocrite called the "Revd." Penrose, also a bogus cleric, who is now in jail for frauds perpetrated in the name of charity.

We appeal to the Lord Provost of Aberdeen to stop this wicked exploitation of the public.

A Strange "Concession"

Bamboozling Small Shopkeepers

An audacious attempt to saddle goods upon small shopkeepers is being made by a firm known as F. S. Jones and Son by the old trick of sending goods that have not been ordered and then refusing to take them back.

A draper at Coventry informs us that he received a parcel of three dozen pairs of black cashmere stockings in this way, for which F. S. Jones and Son demanded £1 8s. 6d.

They then described themselves as manufacturers and merchants, and were housed at 8, Castle Street, Falcon Square, London, E.C., so to this address our Coventry reader hastened to write for an explanation.

* * *

F. S. Jones and Son then became a limited company, and wrote back describing themselves as "Universal Providers," and giving their address as "London Textile Clearing House, Aldermanbury Buildings, Aldermanbury, E.C."

They declared that the stockings had been ordered from their man, and they could not be taken back.

Our reader, however, took a firm stand, whereupon he was informed that he could "pay 10s. a week" to dispose of the matter. This "concession" he declined with thanks and arranged for the parcel to be returned to the senders through the L.M.S. Railway.

* * *

The "Universal Providers" refused to accept this parcel and announced their intention of issuing a summons. This announcement was made from yet another address—37, Gt. James Street, St. John's Road, London, N.

This threat was repeated at intervals, and our reader was finally told that "law costs" amounting to 4s. 6d. would be added to his bill.

He was requested to send the money to 33, St. Peter's Street, Hackney Road, London, N.E., and he was given three days in which to pay under threat of having bailiffs put in!

But our reader was wise enough to maintain his firm stand. A summons was issued, but F. S. Jones and Son, Ltd., were ordered to lodge £4 in court as security for expenses, and failing to do this the action was dismissed.

No fewer than ten such cases came up before Mr. Registrar Dell, at the Mayor's and City of London Court, only the other day. All the defendants declared that they had never ordered the goods, which were of very poor quality, and the Registrar dismissed every case except one.

In this he made it a condition that £3 should be lodged by S. F. Jones and Son, Ltd., within ten days.

* * *

Such methods of endeavouring to obtain orders by bamboozling small traders are open to the gravest censure. S. F. Jones and Son, Ltd., should be prevented from conducting their "business" on these lines in future.

ANOTHER PROD FOR PREEDY

A CANVEY ISLAND CATCH

His Two Aged Victims

A WEEK or two ago we published an article calling attention to the activities of two brothers named Nathaniel and John Preedy. Trading first as Canvey Bungalows, Ltd., and then as Preedy Brothers (1924), these gentlemen obtained many deposits from people who desired bungalow homes.

We commented upon the fact that these homes had never materialised, and apparently our remarks have been resented.

At least we have been favoured with a long epistle from Nathaniel Preedy, who states that we have seriously misjudged them.

"As soon as we can get sufficient funds together we shall lay this case before our advocate," he says at the outset, and then rambles on for three pages with a plaint of injured innocence tinged with tearful asides.

Unmoving epistle

We must confess that we were not greatly moved by this epistle, and lest our readers should consider us hard-hearted, we hasten to add that the reason we were not moved was that we had before us at the time a letter which engaged all our sympathies.

It was, in fact, a letter from an aged lady who, with her husband, had been sadly duped by the brothers Preedy. This aged couple, attracted by Preedy Brothers (1924) advertisements, decided that a bungalow would make a pleasant little home where they could spend their declining years.

And as this firm stated that they would look over customer's plots, make specifications, prepare plans and do all the legal work, it seemed as if the dream would be realised.

An agreement was entered into whereby Preedy Bros. (1924) undertook to have the bungalow completed by October 9 last, and the lady and her husband paid down a sum of £90 in full confidence.

Plaintive appeal

But time passed by, and when October came round there was no sign of the promised bungalow. Preedy Bros. made repeated excuses until March this year, when they were threatened with legal proceedings.

They then stated that they were very sorry that the bungalow had not yet been begun "owing to such trouble with the men," and begged that extreme measures should not be taken.

"Give us, say, another week," they wrote, "so that a job we are doing now can be got on with."

They have been given grace, but nothing was done in the way of erecting the bungalow.

Now amongst the excuses which had been made previously one was to the effect that they had been having trouble with the borough council, but we have interviewed the local sanitary surveyor, who states that nothing was known about the proposed building until the subject was raised by the client herself!

But this gentleman knows something about other building operations on which Preedy Brothers have been engaged, and his remarks in that connection are decidedly interesting.

He states he has always warned people not to part with their money till the promised buildings have been erected and passed as fit for habitation, as he has had to condemn at least one bungalow which Preedy Brothers were building.

The aged couple whose case we are considering have been particularly hard hit. The £90 which they paid to Preedy Bros. represents the savings of a lifetime.

Quite apart from this financial loss, they have been subjected to much inconvenience. In the absence of the hoped-for bungalow they have had to live in a single room in a cottage in great discomfort.

Bungalow bungle

Our enquiries have elicited the fact that the plans in this instance were passed on January 6 this year, so there seems no real reason why the bungalow should not have been completed long ago.

If Nathaniel Preedy can give a satisfactory explanation of this matter his letter will receive more sympathy than his previous one.

The Biscuit Trick

A Bankrupt Bluffer

A MAN who has played an extraordinary game of bluff and bluster stands revealed in the person of Albemarle Fitzroy Hickling, trading as Hicklings, Old Catton, Norfolk.

In September last this gentleman wrote, on very imposing notepaper, to the London representatives of a Dutch biscuit manufacturer and asked for samples and particulars of their lines. His request was readily granted.

Early in October he wrote again, requesting more samples and placing a "trial order" for thirty-six tins of various brands. The agents replied that they were unable to supply tins at the moment, but could forward boxes if desired.

Hickling stated that this would be quite satisfactory, and asked to be advised when the stock could be expected.

A curt request

Arrangements were made for the biscuits to be despatched, and Hickling was informed that as he had not previously done business with the firm it would be glad to receive payment on delivery.

It was pointed out, however, that he would be afforded credit with pleasure on all future deals should the connection prove satisfactory.

Up to this point, Hickling had been most businesslike, but now he sent a postcard with the curt request that his order should be cancelled. No reason was given, nor was there any suggestion of apology for the trouble and expense to which he had put the agents.

Hickling was, therefore, informed that as the goods had already been despatched in accordance with his instructions he would be liable for any expenses which had been incurred.

Cool deception

Hickling finally intimated that the order could be executed on a monthly account, and having made enquiries from the bankers whose name appeared on Hickling's letter-paper, the agents agreed to this arrangement.

Goods were delivered to the value of £7 7s. 6d., but at the end of the month Hickling failed to pay up. When pressed he merely wrote that the matter would "have attention."

As repeated letters met with this same casual form of reply, the agents had no alternative but to issue a summons.

But having taken this step they made the discovery that the summons could not be served because of an error in initials. They had been given the name of S. F. Hickling when making enquiries at the bank, but it transpired that this gentleman was the son of the owner of the business.

Further enquiry showed that Albemarle Fitzroy Hickling had no banking account of his own, but had been using his son's as a general practice.

The summons was altered immediately, and in due course a judgment against Hickling was obtained at Shoreditch County Court.

Still the agents could obtain no satisfactory redress, for Hickling was shortly afterwards adjudged a bankrupt, and attributed his failure to "want of capital, loss on wasted packages of fruit and keen competition."

Bluff in plenty

But if Albemarle Fitzroy Hickling was wanting in capital he was not wanting in bluff. His statement of affairs revealed a deficit of £1,221 18s. 11d., and the subsequent investigation by the Official Receiver showed that it was not his first appearance in the Bankruptcy Court.

He had been adjudged bankrupt in 1897, and again in 1899, and in neither case had he obtained his discharge!

A Furniture Ramp

Goods that Never Came

WE are constantly reminding readers of the danger of sending cash in advance for goods unless they have some tangible guarantee that delivery will be made at once, or that the firm is in a sound position.

Yet, in spite of our repeated warnings, complaints continue to pour in from people who have parted with their money and can get nothing in return.

We have had enquiries from various parts of the country concerning a firm known as Tiller and Smith, furniture manufacturers, of Sheffield House, 52, Aldersgate Street, London, E.C.1.

This firm apparently set out to deal with the products of a number of small associated manufacturers, each of whom, according to a foreword to its catalogue, was "a specialist in his own particular line."

These products were to be distributed to clients direct, at "prices much lower than can be obtained elsewhere for similar workmanship."

Hope deferred

Delivery was said to be made "in the quickest possible time," and prospective customers were informed that "very advantageous service in the way of catering for individual needs can be given by this organisation."

As an additional inducement a discount of 33⅓ per cent. was offered in respect of all goods in the price-list, and there is no doubt that a great number of people were attracted by these terms.

A Swansea reader forwarded a cheque for £1 17s. 6d. in February last for a fire-screen and curb. He heard nothing until March 3, when he was informed that Tiller and Smith were unable to execute his order as their business had been recently placed in the hands of a trustee.

"It is hoped that by the middle of next week we shall be in a position to let you know definitely by what date delivery can be effected," they wrote, at the same time apologising for the delay.

No money returned

Our reader was subsequently informed that the trustee had been appointed on February 18, and as his cheque had been dated February 17 and cashed on February 24, he wondered why his money had been accepted at a time when Tiller and Smith knew perfectly well that their business was unsound.

Another reader who sent a postal order for £1 received no acknowledgment until he wrote to ask when he might expect his goods. Then he received intimation much to the same effect as the gentleman at Swansea. All his subsequent enquiries have been met with silence.

As there are many anxious creditors of this firm we have investigated the matter and have been assured by the trustee that he will be communicating with all creditors in the course of the next few days.

Why

THE following... the Tory... express indepe... found to be ou...

FROM childhood I have... the fellow who doe... as a renegade. Y... leading and being le... fully to appreciate the va... has great need for a new se...

For example, to follow bl... may provoke admiration fo... the led, but leaves one coldly...

Especially is this so whe... double duty to perform, a... conscientious Parliamenta... his Party leaders, but it ... obedience may be too seve...

If, in obeying the counsel... the member consciously s... is diametrically opposed to t... then, in my view, he fails i...

Thus, when I criticise ... because of a sincere belief t... would mean breach of fait... and with the covenant ... the interests of my constitu...

With this explanation ... grievance shared with me ... of young Conservative be... that the large Governmen... menace, not only to our re... futures, but to the princ... servatives hold dear.

Irritating muzzling

For instance, we regard... our dearest privileges. C... limits imposed upon the e... but equal justice is essent... tion of boundary lines.

It is not justice to muz... simply because the protest... Party as the proposers ... That is what is happenin... the House of Commons.

But lest I be accused... suspicions, let me give ... traying examples of the mu...

Mr. Baldwin, it will be ... stronghold previous Prim... dreamed about but ne... country his "Peace in Ind... generously welcomed. H... respect make him the Mes...

But so far the predicte... springtime expectations. ... he is being led, and the ... are beginning to chafe a... his predictions. True, he... but the "snuffers" are... lively flicker is speedily s...

A missed chance

Take the recent much-... Housing Bill. Here was ... progress; here was an op... public service, to work ... on our antiquated wage-sy...

What happened? Not... nothing promising of goo... why not?

By accepting Lord W... to my mind, the Governm... that its policy was less th... desire to get progress tha... the parent of that schem... to *dictate* industrial policy...

Why I Refuse to be Muzzled

by COL. McINNES SHAW, M.P.

THE following article shows the existence of a new element in the Tory Party. Young Conservatives demand opportunity to express independent opinion. The methods of crusted Toryism are found to be out of date and there is a healthy revolt against them

FROM childhood I have been taught to regard the fellow who does not follow his leader as a renegade. Years of experience in leading and being led have shown me that fully to appreciate the value of this maxim one has great need for a new sense of proportion.

For example, to follow blindly foolish leadership may provoke admiration for the dogged loyalty of the led, but leaves one coldly critical of their wisdom.

Especially is this so when the followers have a double duty to perform, as is the case with the conscientious Parliamentarian. He must obey his Party leaders, but it is my view that this obedience may be too severely taxed.

If, in obeying the counsels of his political leaders, the member consciously supports a policy that is diametrically opposed to the needs of his country, then, in my view, he fails in the greater duty.

Thus, when I criticise Mr. Baldwin, I do so because of a sincere belief that constrained silence would mean breach of faith with my convictions, and with the covenant binding me to protect the interests of my constituents.

With this explanation I turn to consider the grievance shared with me by not a small group of young Conservative back-benchers. We feel that the large Government majority is a serious menace, not only to our respective Parliamentary futures, but to the principles that we as Conservatives hold dear.

Irritating muzzling

For instance, we regard free speech as one of our dearest privileges. Certainly there may be limits imposed upon the exercise of this privilege, but equal justice is essential for mutual appreciation of boundary lines.

It is not justice to muzzle reasonable protests simply because the protestants belong to the same Party as the proposers of an offending policy. That is what is happening behind the scenes in the House of Commons.

But lest I be accused of ventilating vague suspicions, let me give specific instances portraying examples of the muzzling mentioned above.

Mr. Baldwin, it will be agreed, governs from a stronghold previous Prime Ministers may have dreamed about but never attained. In the country his "Peace in Industry" policy has been generously welcomed. His predictions in this respect make him the Messiah of modern politics.

But so far the predicted harvest falls short of springtime expectations. Where he should lead he is being led, and the great industrial leaders are beginning to chafe at delay in fulfilment of his predictions. True, he still carries the torch, but the "snuffers" are too watchful; every lively flicker is speedily snuffed.

A missed chance

Take the recent much-discussed Scottish Steel Housing Bill. Here was a chance to work real progress; here was an opportunity to do a great public service, to work a beneficent revolution on our antiquated wage-system.

What happened? Nothing was done—at least nothing promising of goodwill in industry. And why not?

By accepting Lord Weir's recommendation, to my mind, the Government gave clear evidence that its policy was less the result of disinterested desire to get progress than a mere means whereby the parent of that scheme could gratify a desire to *dictate* industrial policy.

Lord Weir told the Government that his firm was prepared to pay the engineering rate of wages on constructional work. Now had the industry concerned been a new industry such a proposal would have met with no opposition.

The building industry is, however, not new, but is a recognised industry. By consenting to this proposal the Government did the first thing likely to create discontent.

Here is a Government pious in its voiced intentions to create a spirit of goodwill setting a match to smouldering fires of discontent that have flared into open resentment.

If the Government proposes to build houses, why did it not make it possible for all interested to tender against an approved specification and accept lowest contracts instead of accepting Lord Weir's, which places the Government in the invidious position of entering the industrial arena intent on supporting a scheme that proposes to pay workers the lowest known basic rates instead of the highest?

Guilty silence

Feeling the injustice of this proposal so keenly—because I am familiar with working conditions in the building industry—I rose in the House three times to protest and each time failed to catch the Speaker's eye.

But, previously, on announcing my intentions, I was told by my whips that the action I contemplated would make it *awkward* for them!

I am a firm believer that advocacy of any proposal to reduce wages is a grievous mistake. I advocate payment of the highest possible rate of wages—by results, of course. Was I to sit silent because my Party officially, say, even temporarily, differed from me in this view?

Similarly, during the passing of the Electricity Bill. If this Bill is certain to carry out what it proposes to do—namely, unify electrical currency—I agree, but, like other members of my Party, I believe that the Government has not sufficiently taken into account the application of low-power coal as a power-producing unit.

Ruinous waste

Any useful scheme must appreciate the value of cheap-gas power to fulfil the true value of cheap national power. And I feel that the money the Government propose to expend on experimental work should be spent on the development of low-carbonisation plant.

Only by utilisation of cheap-coal power may this country hope to compete with cheap hydro-electrical schemes introduced by foreigners.

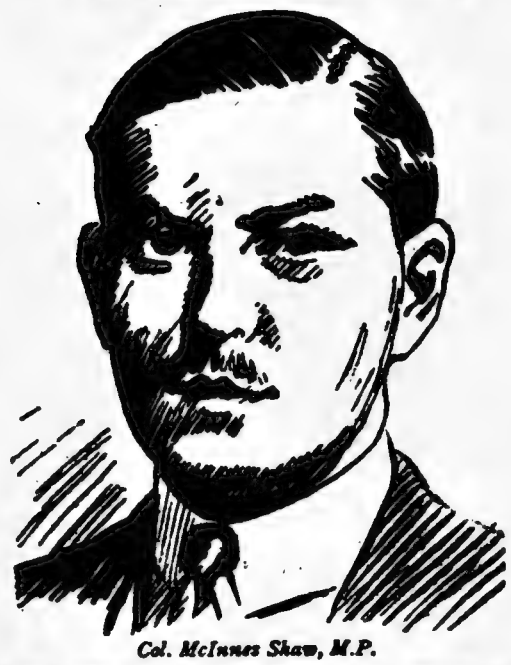
We appreciate the fact that to-day 129,000,000 tons of coal per annum is wasted by burning coal in ordinary boilers and in open grates. That is, we could, and we must, conserve our coal-power and develop our principles of low-carbonisation.

The Electricity Bill fails if it does not take into account our great national assets of cheap power developed from coal.

There, in brief, are the reasons for our opposition to this Government Bill.

Reverting to the question of the Government's industrial policy. I am aware that many of my readers, and perhaps not a few of my political friends, will be surprised that I should advocate the policy of paying high wages.

Let me be explicit on this point. It is not because of any desire to court popularity that I advocate a policy bound to receive favour with the masses.



Col. McInnes Shaw, M.P.

From practical experience I have learned that there is great danger to the peace of the community in persistently attempting to maintain a low rate of wages.

In the end, when convinced that this is the least sensible policy, even sincere attempts to rectify matters are met with suspicion.

Take an example from my own experience. I am a member of a firm of which my grandfather and father have been successively governors. Many of the workmen have been in our employ since boyhood.

There is very little display of the "master and man" attitude: yet whenever I broach the subject of wages there is a significant shrugging of shoulders.

The proposal is met with the adoption of the "I told you so" attitude: they are convinced that there is a trick somewhere.

Memories of the past

And anyone who knows industrial history should not be surprised at this, for the record of employers of labour is not always clean.

This, then, is my plea. Obviously, while such an atmosphere of distrust prevails, there is little hope of industrial prosperity. It is no good continually appealing to the workers to sacrifice. There is no need for such sacrifice.

There is room enough for employers and employed to live happily in this world; and it is the duty of whatever Government is in power to bring us to this state of mutual happiness.

Young Conservatives realise that this is so, and while undesirous of intimidating the Government, it is as well it should know what our ambition is and that any opposition to this laudable aspiration will be resolutely faced.

But the proper place in which to voice these opinions is the House of Commons; yet this right, partly because of our large majority in the House, with its consequent irritating inconveniences, is denied us. Even if our objections were heard in Committee this grievance would be considerably modified.

The young Conservative member appreciates the lead the Prime Minister has given, but he does not desire appreciation to stop there. The best way to get best results is by giving us the chance to show that we are not merely units in a majority.

We wish to show evidence of individual as well as collective superiority. That may only be given when we are treated as something more than mere echoes of far-away voices.

Candid Communications

Outspoken Messages to Celebrities, Notorieties and, occasionally, Nonentities

To the Rt. Rev. the LORD BISHOP of LONDON, Fulham Palace, S.W.

MY LORD BISHOP,—Though I do not always agree with your lordship, I know a man when I meet one, and recognise limpid honesty when I see it. You purpose to celebrate the twenty-fifth anniversary of your consecration by a short service in St. Paul's Cathedral, to which the 1,400 clergy of your diocese have been summoned, and you may rest assured that not only have you won the respect of every one, but that you have gained their abiding love. London is proud of its Bishop. There is a touch of the true John Bull about you which has got right to our hearts.

JOHN BULL.

To Miss SYBIL THORNDIKE, LL.D., Carlyle Square, Chelsea, S.W.

DEAR MADAM,—You have found time, in the midst of an overwhelmingly busy career, to feel the sadness and drabness of the lives lived by the children down in the East End of London. With you to feel is to do, therefore you have put yourself at the head of a movement to brighten the children's lot. Your greatness of heart is equal to your great dramatic talent. JOHN BULL.

To Mr. ARTHUR PONSONBY, M.P., Smith Street, Chelsea, S.W.

SIR,—Once again you have hit the peace nail on the head with the hammer of remorseless logic. "Either Germany must be allowed to arm like the Western Powers," you declare, "or those Powers must adopt for themselves the standard they have imposed on Germany." More political wisdom could hardly be packed into a nutshell.

JOHN BULL.

To the Very Rev. W. FOXLEY NORRIS, D.D., Dean of Westminster.

DEAR DEAN,—In the close vicinity of your Abbey, and by order of the Dean and Chapter, a number of poor families have lately been evicted without mercy from hovels belonging to the Ecclesiastical Commissioners. The least the Church should have done was to see that the tenants had some decent refuge. The whole thing is a scandal. JOHN BULL.

To Miss DOROTHEA JEWSON, Bracondale, Norwich.

MADAM,—There is no denying the force of your argument for birth-control instruction at clinics controlled by the Ministry of Health. The fact that 100,000 babies every year die before they are born is a monstrous reproach to our civilisation, and in calling for the abolition of this scandal, you will have the support of every decent element in the community. JOHN BULL.

To Mr. WILL THORNE, M.P., Tavistock Square, W.C.

SIR,—I a mire your persistence in questioning the Minister of Health as to the number of ex-Service men dependent upon Poor Law relief. The fact that in your own borough of West Ham there are no fewer than 4,800 cases of the kind is some indication of the dimensions of a scandal of which the nation at heart is thoroughly ashamed.

JOHN BULL.

To Mr. J. W. BOWEN, Secretary, Union of Post Office Workers.

DEAR SIR,—I rejoice that your union is determined to encourage the new scheme of C.O.D. Naturally you regard it as adding very considerably to the responsibilities the postal staffs are called upon to bear. It says much for your public spirit that you are shouldering so cheerfully the extra work for which adequate provision has not yet been made. JOHN BULL.

To Mr. CLARKE, Staffordshire.

DEAR SIR,—As a miner investigating conditions at Kierberg, twenty miles from Cologne, you stood entranced, watching a "devil" at work. This huge electrical machine, reared up against a seam of coal 50 to 100 metres thick, tore "1,000 tons of it loose at a bite, discharging it at incredible speed into tubs, and pushing it away with practically no human assistance. *Never have we beheld anything like it in England.*" In that last sentence you put the whole problem of the British coalfields.

JOHN BULL.

To the Rev. F. R. ANDREWS, Hessle, Hull.

DEAR SIR,—It was a pretty conceit of yours, who call yourself a "Darby" of Primitive Methodism, to celebrate your diamond wedding by writing a love poem to your "Joan." You have been a preacher for seventy years, and preached thousands of sermons, but your sixty years of "complete married happiness," and the fact that "Joan" at eighty-eight is still your darling, testifies to goodness more than them all.

JOHN BULL.

To Miss SELINA FURNIVALL, Rose Cottage, Egham.

DEAR MADAM,—It is no small achievement to live throughout a long century and win the respect and love of your neighbours all along. Though nearly bed-ridden you still love to discuss politics with your callers, and that you think of others before yourself is proved by you celebrating your hundredth birthday by giving the vicar £5 to distribute among the poor. The bells that rang in your honour wafted their thanks abroad.

JOHN BULL.

To ALFRED LITTLEBOY, Yeldham Road, Fulham.

DEAR ALFRED,—Though only thirteen, you have a "way with you" where animals are concerned. When several men failed to stop runaway horses attached to a heavy van in Fulham Palace Road you climbed the pole between the horses, and got on to the back of one, bringing both to a standstill before disaster occurred. It was a plucky bit of business and well deserved the cheers it received. JOHN BULL.

To Mrs. MARY FEIGHAN, Armagh.

DEAR MADAN,—The meanest of all crimes is to attack the aged; but you, at an advanced age, can manage to protect yourself. When two masked night raiders appeared in your room, threatening to blow out your brains if you did not hand over your money, you jumped from your bed, seized a heavy stick, and chased them from the place. That two men are now committed for trial for the affair puts a whole neighbourhood into debt to your pluck and spirit. JOHN BULL.

To Professor F. W. BURSTALL, M.A., Birmingham University.

DEAR SIR,—It is refreshing to come across a man who is not afraid to talk common-sense, unadulterated by the twaddle of copy-book maxims. "There is no virtue in work," you say; meaning, of course, the unproductive variety, since you were referring to domestic drudgery. The sight of a woman scrubbing a floor grieves you, and you anathematise customary methods of spring cleaning. You are all for labour-saving devices; and, sir, you are profoundly wise. The slavery of woman has wrecked more homes than all the vice of man. JOHN BULL.

INDIVIDUALISM IN POLITICS

Trio of Contractors (with one voice): "Slums and misery can only be shifted if *I* get the exclusive contract."
J. B.: "They can be removed next week if you'd only work together!"

Straight from the Shoulder

SIR AUSTEN CHAMBERLAIN:—"Political life is full of drudgery."

Those who feel political life a drudgery are just the ones who should not engage in it.

COLONEL MOORE-BRABAZON:—"The Transport Ministry seems always to be carrying the baby."

And the trouble is it wastes so much energy on carrying the wrong baby.

SIR KINGSLEY WOOD, M.P.:—"The Economy Bill will not raid the approved societies' surpluses; it will only check their future growth."

That is a poor defence of a very bad move.

MR. W. B. LUKE:—"The law does not protect the tenant of a furnished room."

Then it's time the law was altered to ensure that it shall.

Without Fear or Favour—*by The Editor*

BALDWIN'S UNIQUE CHANCE

Disarmament

THE most important world event in sight is the Disarmament Conference to be held next month at Geneva. For although this great May meeting is stated to be only of a "preparatory" nature, it is destined to make or mar the whole future history of mankind.

The Prime Minister is to be congratulated upon having chosen Lord Cecil of Chelwood to represent Great Britain in the discussions at Geneva. This wise appointment may do much to counteract the mischief wrought by the antics of Sir Austen Chamberlain.

But warmly as the country appreciates Lord Cecil's earnest devotion to the cause of peace, it will not be satisfied that its delegate shall go to Geneva with a free "hand."

In short, Great Britain must have a definite policy on the question of disarmament, and a spokesman with full authority to expound it in the League of Nations. The British Cabinet must instruct Lord Cecil to lay before the conference its considered views as to how a universal reduction of armaments can best be achieved.

If, as seems likely, the final discussions are to be deferred till next year, there will be a sufficient interval for earnest deliberation. But no time must be lost.

Great Britain must enter the Disarmament Conference without reservations, prepared if need be to accept risks and face sacrifices in proof of her sincerity. Better a courageous bid for peace than the uncertain hazards of war.

Above all, there must be no shilly-shallying, no backstairs intrigue, no diplomatic cleverness. Treason to this great opportunity will be an unforgivable crime.

Going Up!

ON March 27 of this year the certified net sales of John Bull were 1,131,288 copies.

The thousands of our readers who so willingly and enthusiastically helped us to achieve our million sale will be as gratified as we are to see the figures steadily mounting towards the next goal of a million and a quarter.

The widespread popularity of John Bull and its ever-increasing sales form a striking tribute to the independence and fearlessness with which every shade of opinion finds expression in its pages.

We have ample proof that for a person to read John Bull is for that person to read John Bull regularly, and we hope, therefore, that our million friends will not relax the splendid efforts they made in our previous campaign, but will continue to help their paper to achieve an even greater position in national life than it at present occupies.

We want to see our circulation reach a million and a quarter, then a million and a half, and then two millions. It is not a great way towards the first stage of the million and a quarter. We confidently ask our readers to continue to help us in the same ungrudging spirit they have displayed in the past.

The Golden Key to Coal

MR. BALDWIN'S chance to prove himself a real statesman has come. If the owners remain adamant on the wage question he must settle the matter now by setting his face firmly against any reduction

WE do not think anyone could be surprised at the miners' decision to refuse any proposals for reducing wages or increasing hours, nor find their desire to adhere to the principle of the national agreement unreasonable.

They have never made any secret of the fact that, in their opinion, wages are already reduced to the edge of starvation, and we are positive that the vast majority of their fellow-countrymen are wholeheartedly with them in their refusal to be pushed over the border-line into abject poverty.

Bob Smillie, the veteran miners' leader, who has always viewed the coal problem via the land

It is the taxpayer who is paying the subsidy; it is the taxpayer who is maintaining the meagre level of the miners' wages; it is the taxpayer who has put into the pockets of the owners such profits as they are able to make out of their chaotic industry.

It is the taxpayer, therefore, who has every right to say what shall and what shall not be done with regard to the reorganisation of the mining industry.

Neither Government nor owners nor public can pretend for one moment that the reiterated decision of the miners has come as a surprise. Wage reduction was, and has always been, the one point about which the miners have absolutely refused to enter into any negotiations since the trouble began.

WE say quite bluntly that if the Government chooses to support the owners on this point, it is deliberately inviting a mass of trouble, the outcome of which no man can foresee.

It is poor statesmanship that has failed in the last few weeks to make it clear that, until the Commission's recommendations for getting the best out of the industry have been put into operation and given a fair trial, there cannot and must not be any suggestion of lowering the altogether inadequate wages of the miners.

How can anyone make out a case for reducing an average wage of 76s. per week?

For the Miners' Federation to set their faces like a flint against wage reduction is not symptomatic of either "Bolshevism" or pig-headedness or unpatriotic blindness to the necessities of the situation. It is the unalterable resolve of a body of men to see that, though they and their wives and children may be living in semi-poverty, they shall at least not be reduced to absolute poverty.

It is the resolve of those engaged in the most hazardous and unpleasant of all industrial tasks to see that the price of coal shall not be literally the price of their blood.

WE say they are right. We are not in the least surprised that the entire industrial Labour movement has announced its intention to support them.

The more we go into the details of the Coal Report, the less we like them. The Commissioners have, in our opinion, failed to see the only solution that is possible.

We believe that the key to the coal problem is only to be found in a solution of the land problem. We do not believe that the present coal problem can be solved by the simple expedient of feeding land monopoly out of the taxpayers' pockets.

We believe that, instead of allowing monopoly to exact tribute from the taxpayers for the mineral wealth which the Commission's Report states "is the product of Nature," it should be the duty of the State to exact from the monopolists, through taxation, the full value inherent in the land because of its agricultural and mineral wealth.

Criminal Statistics

THE criminal statistics for 1924 have now been issued. They show that more crimes came to the knowledge of the police that year than in any one of the sixty-eight years during which statistics have been collected. They also show that while crime is increasing, the number of persons brought to trial does not increase.

"Many crimes could not be prevented by the police," states the Report, "but much of the increase may be attributable to the weakening of police protection."

On the day the Report was issued a police constable was telling the magistrates at Hyde of the visits he had paid to a certain hotel and of the bets that he made there. Similar cases are of common occurrence all over the country.

Policemen are sent to other towns, where they are unknown, in order to get "cases" against publicans for selling drink during "prohibited hours"; hours which were only "prohibited" for the purposes of the war.

It is not uncommon for police to spend days watching one public-house or one street bookmaker. Constables in many parts of the country are engaged in committing offences by illicit drinking or betting in order to entrap others.

While the authorities are dissipating the energies of the police in efforts to catch people in the act of committing what are, after all, venial sins (activities which might be quite proper if we had the police to spare) *they are at the same time making England a much safer place for the real criminals than it otherwise would be.*

If much of the increase in crime is due to the weakening of police protection, why weaken it?

Dirty Methods

A YEAR ago the Ministry of Health issued regulations designed to ensure cleanliness in the transport and sale of meat. We protested at the time that these regulations were so vague as to be practically useless, and events are proving how right we were.

Butchers interpret the regulations to please themselves, and we have no hesitation in saying that it is the urgent duty of the Ministry to tighten up these regulations forthwith.

If housewives knew a hundredth part of the tale of carelessness, dirt and insanitary methods that surrounds the handling of their meat, there would be an outcry the like of which the Ministry of Health has never yet experienced.

We met the other day an eminent American Medical Officer of Health who has recently been in London to investigate our sanitation and methods of handling food. He was appalled at the disgusting way in which we allowed our meat to be handled. It would have done the Ministry good to have heard some of the scathing remarks this gentleman passed on this question.

It is bad enough to pay through the nose for such meat as we do get. The least the Ministry of Health can do is to see that these high prices are at least coincident with cleanliness and health.

Mr. F. Barraclough, President of the National Union of Teachers

Angels with Clipped Wings

by E. ROFFE THOMPSON

THERE can never be any justification for treating education as a political question. It is the means whereby the next generation of citizens is trained and should command the united goodwill of all Parties

I AM glad the teachers of this country declined to invite the Minister of Education to their Easter conference. It was a much-needed reminder to Lord Eustace Percy and his Cabinet colleagues that the education of our children still lacks a great ideal, a large-souled hope which would raise it above the level of the market-place.

It is a snub that was richly deserved, and England may yet owe a heavy debt to the courageous vitality of her teachers.

An errand boy came to my door the other day, a pale, under-fed and stunted child, whose very presence in the world of industry is a terrible indictment of the nation's callousness.

In every town, in every village, he has his counterpart. We take them from school the minute the law permits and toss them into the factory, the mill and the mine to grind their bodies with labour and warp their opening minds with monotony and toil.

Mouthing pious platitudes

We should not do it, of course. We know we should not do it. We mouth pious platitudes about the nation's children being its most precious possessions; we talk proudly of the children of to-day being the men of to-morrow as though we were responsible for coining one of the most hackneyed phrases in history—but we toss them into the factory, the mill and the mine just the same.

We spend £615 a year in training an Air Force Cadet, but we allow our Government to whittle down still further the paltry £11 5s. 9d. per year which the education of a child in our elementary schools costs the country.

We are strangely indifferent to the fact that no fewer than 665 of our elementary schools are "unsuitable for continued recognition and incapable of improvement."

Mr. Barraclough, President of the National Union of Teachers, has recently told us what these coldly official words mean in practice.

"These schools," he said, "are, as a matter of fact, dark, damp and dirty, often with leaking roofs, rotting floors, and peeling walls, and many should long ago have been declared unfit for human habitation.

"No factory inspector would tolerate their further occupation for manufacturing purposes, and a dairy inspector would hesitate to recognise them as fit places for milch cattle."

An unrealised crime

How can we hope to construct a better and a saner world in places like these? If the public conscience could once realise that a sound, broad and open education can alone save our civilisation from ruin it would not hesitate to sweep from office any who dared to impede its progress.

I think we do not sufficiently realise the enormity of the crime we are committing when we allow our children's education to be filched from them, when we permit Governments to "economise" by embarrassing constructive and progressive educational programmes.

There has been a good deal of talk lately of the better methods we are now using with the "child criminal." I wonder why it never occurs to us that there must be something rotten at the core of a society that makes it possible for these two words to be used in conjunction?

Is it something inherent in the child that makes this monstrous paradox possible? Or is it we who are to blame? I cannot believe that the fault is the child's.

The narrow sectarian righteousness which is too often the basis of our State schools has a lot to answer for. The stereotyped mumblings of the Lord's Prayer tend to make of religion a mockery, where it should be a living thing, a daily exposition of the vital difference between right and wrong.

Ridiculous teaching

The broad morality upon which all true States must be founded, the ideals of self-sacrifice and citizenship, are never mentioned. They are mysteries to the children, and mysteries they remain throughout the years of growth and expansion.

We teach them instead the history of kings and dynasties; the plots and counter-plots of rulers; the miserable, age-long story of the slaughter of the people by the people at the whims and dictates of the "statesmen" who have blundered; the glorification of men—and women—whose only title to fame is the number of human lives that were lost under their guiding hands.

We train them to think as their teachers think, and worse, to think as the State thinks, whereas we should be teaching them to think for themselves.

We turn education into a political weapon because we refuse to respect the rights of the child.

I remember once hearing a young student say with great bitterness, looking back to his childhood, "The hell to be endured afterwards, of which theology tells us, is no worse than the hell we make for ourselves in this world by habitually fashioning our characters in the wrong way."

"He who has the children has the future." What sort of future are we preparing for ourselves? There are millions of children in England to-day who everywhere see men cheating and robbing, yet still remaining within the law.

No one attempts to explain the ethics of the whole business to them; it is no one's business to see that character is developed and trained equally with brains.

Can it be wondered at if, not infrequently, the only idea of right and wrong which the child gets is coincident with the evasion or non-evasion of the law?

Can one be surprised that the child realises all too soon that of all crimes the most heinous is that of being found out?

We can see the sequel in our children's courts; but we are sadly apt to forget the blind driving force of poverty, or the fear of poverty, that is behind nine-tenths of the crimes.

For it is not the son of Lord Moneybags who figures in the dock as a criminal at the mature age of twelve. It is much more likely to be the son of John Smith, the labourer, who earns, maybe, the princely sum of 28s. a week with which to feed and clothe himself and his family.

Stunting society's growth

Human nature is in essence noble and capable of greatness; but we fashion our society so as to ensure the stunting of its growth by unnatural conditions—and the angel cannot soar aloft with clipped wings.

So long as some men have to pay others for the "privileges" of using the soil, breathing the fresh clean air, and living in the bright sunlight; so long as poverty and squalor are allowed to turn human souls into soulless beasts, so long will vice and crime find fertile soil in which to flourish.

How many hundreds of thousands of souls that might have been men are being turned by our actions—or worse, by our indifference—into the warped and withered image of what they might have been?

The Invisible

It is the height of folly to depend on foreign countries for food, whilst our own empire could supply our needs

THE experience of the war and all that has happened since has brought home to every thinking man and woman the importance of strengthening the bonds and fostering the sentiments which unite the Mother-Country with the Dominions.

Sir William J. Noble, Bt.

It is the desire for mutual advantage that ties us to the Dominions and the Dominions to us. A hundred years ago the world's trade was a very small thing compared with what it is to-day. England was almost a self-contained nation. The corn that fed her grew in her own fields. The wool that clothed her was sheared from the backs of English sheep, and woven on hand-looms in the Yorkshire dales. We imported luxuries, but not the necessities of life, nor raw materials, except cotton.

But the invention of new machinery and the growth of the factory system was followed by such an increase in the population that the land could no longer produce food enough to support the people.

We began to import food from abroad—at first from Germany and the other grain-growing countries of Europe—but the introduction of the steamship brought new lands into the world of trade.

It was only when Canadian wheat and Australian wool began to arrive in England that we really became aware of our Empire and its possibilities.

WE would feel a pardonable pride if the food and raw material we require, and, at the same time, the manufactured goods needed by the Dominions, could all be produced and consumed within the Empire.

That, I fear, is still but a dream, for only 30 per cent. of our trade is trade with the Empire. For the other 70 per cent. we depend on foreign countries. The proportion has not changed materially in twenty-five years.

Although, of course, the sum total of our trade has increased in that period, we still get only about 30 per cent. of our imports within the Empire.

It is probably true that the Dominions even

The Phantom Feast

by A. G. GARDINER

THE wild men of Labour are at it again. But sane Labour leaders refuse to be bullied, and will be backed up by honest workers. The noisy tub-thumpers have had their day, and have been found out

The Rt. Hon. Ramsay MacDonald, M.P., Leader of the Labour Party

THERE has been no explanation of why Mr. Ramsay MacDonald did not turn up at the I.L.P. Conference which last week declared for the smash-up of Capitalism without further delay. He has been for years the figurehead of the movement. He is the only Socialist Prime Minister this country has ever had.

He is, with Mr. Philip Snowden, who was also absent, the only Labour leader who has made a first-class reputation in Parliament and has a real genius for responsible statesmanship.

But though there has been no explanation of his absence, the reason for the fact is plain. His wild men have stampeded and he preferred not to go into the ring to "take the count."

I do not think this was due to lack of courage. Mr. MacDonald is never wanting in that quality. It was due to a not dishonourable refusal to be publicly humiliated by the group of fanatics who have captured the machine and are out for his blood.

Rushing into bankruptcy

He will not argue with these fanatics, but will turn to the rank and file of Labour for support against their plunge into revolution.

For that is the declared motive of the "right to live" policy which the I.L.P. has nailed to its mast. The "living wage" is a means to an end. It is a weapon by which the present industrial system is to be destroyed and the blessed reign of Russian Communism is to be inaugurated.

Wages are to be fixed regardless of whether the trade can pay them or not. When the trade as a result goes into bankruptcy the State is to take it over and pay the wages by plundering the prosperous trades.

They, in turn, become bankrupt and pass into the competent hands of the I.L.P. State which, having succeeded in bankrupting everything, is, like the Princess in a fairy tale, to be "happy ever after."

Under this scheme no trade is to be permitted to pay its way, for the object is to extinguish private ownership. If a trade is prosperous then the screw of wages must be turned until it is unprosperous.

Strikes are to be fomented and ca'-canny to be practised, not as a means of helping Labour, but as a means of bleeding Industry white, in order to bring about the overthrow of Capitalism and the victory of our Lenins.

The dangling bait

In a word, the policy is intended to inaugurate a permanent condition of civil war for the destruction of industry as a preliminary to establishing "Socialism in our time," and the bait of high wages is the phantom Barmecide feast which the Wheatleys and Brailsfords and Jowetts have put on their hook to gull the simple victims whose help they invoke to consummate their revolution.

Now Mr. MacDonald, like every other responsible Labour leader, knows that this imbecile Gunpowder Plot will destroy Labour, whether it succeeds as in Russia or fails as in Italy.

He knows that the idea of getting a high standard of wages by destroying the industry which alone makes any sort of wages possible is an impudent fraud upon the ignorant.

There is only one way of earning wages, and that is by production. Wages do not fall like locusts from heaven. They grow like fruits from the tillage of the earth. No tillage, no fruit; no production, no wages.

The country in which wages are lowest and the standard of life most wretched to-day is Soviet Russia. The country in which wages are highest and the standard of life most enviable is America, the most individualistic and capitalistic country in the world.

The wages there are four times what they are here and the prosperity of the people is witnessed by the fact that there is one motor to every five of the population, man, woman and child.

If we want high wages and the luxuries of life for everybody, it is no use turning to beggared Russia for hints. No motor-cars there; no luxuries there. We must turn to America. And the lesson to be learned there is as important to employers as it is to employed.

It is the lesson of high wages and abundant production. There are plenty of blots on the American civilisation, but on the economic side it has out-distanced the world. The employer has learned that it pays to pay high wages, and the worker has learned that it pays to give his maximum output.

And the result is seen in a mutual prosperity that has had no parallel in the history of human society. That prosperity contains a moral for masters and men alike here.

An all-round benefit

Our manufacturers have too often regarded high wages as a threat to their interests instead of as an impulse to their prosperity. But the American employer, in making high wages his goal, has made the workers partners in his enterprise.

They know that the more they produce the higher are their own rewards and the more abundant is the life at their command.

They do not fear time-saving machinery and the high organisation of industry because they know that these appreciate their rewards as well as the profits of the employer and the general well-being of the community.

A situation has been reached in which there is a working threefold understanding between the employer, the worker and the public. All are benefited. The employer makes high profits, the worker makes high wages, and the public enjoys the advantages of abundance.

Take the motor-car again as an illustration. It is cheaper there than anywhere else in the world, although the labour on it is better paid than anywhere else in the world.

The key to the miracle is—Production, Production, Production. It is that key which we have lost. It has been lost between the wranglings and the janglings of Capital and Labour.

Empty-headed vapourings

The masters have been afraid to pay and the men have refused to work. They want houses, but won't build them. They appoint their shop stewards to watch the criminals who dare to exceed the jog-trot laid down as the maximum speed.

They listen to the vapid street-corner tub-thumpings of their Cooks and the disruptive preachings of arid doctrinaires like the Brailsfords and Wheatleys. Their eyes are on starving Russia as the type of their New Jerusalem instead of upon the land flowing with milk and honey across the Atlantic.

No wonder Mr. MacDonald is tired of the shallow fanatics of his Party who, if they are preparing any tyranny for us, are preparing a Fascist tyranny rather than a Communist tyranny.

We want neither tyranny. We want a society in which employers believe in high wages and men believe in high production. There is no other cure for our ailments.

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e Gold Mine

by Sir WILLIAM J. NOBLE, Bart.

now are capable of producing all we need, but that is only half the story.

It is only possible for us to pay for our necessary imports by a corresponding value of exports. We cannot import from the Empire very much more than we export to it.

WE have to find markets abroad for nearly two-fifths of all the goods we produce. The Dominions are anxious to send us the food and raw materials which they produce, and which we require.

But they also wish to develop their own manufactures; they protect their infant industries by high tariff walls, and, in spite of the preferences usually granted to the British goods, these tariffs tend to prevent the entry of the very goods which have to pay for the food and raw materials.

One way of increasing our trade with the Empire would be to increase our invisible exports. By invisible exports, I mean such things as interest on British capital invested in the Dominions and which, broadly speaking, must be paid by goods sent to this country.

In 1924 our shipping services alone paid for £130,000,000 worth of food and raw materials.

As I have already indicated, another way is to encourage the investment of British capital in Imperial development. I would even go so far as to urge the British Government to guarantee the interest on such loans—or, still better, that there should be Imperial loans guaranteed by all the Governments of the Empire.

The interest on such capital is an important addition to our invisible exports. In 1924 the interest on overseas investments paid for £185,000,000 worth of food and raw materials.

In 1924 Great Britain paid over £970,000,000 for imported food and raw materials. Shipping services and interest on overseas investments were sufficient to pay for nearly one-third of that sum.

YET another way of increasing our trade with the Dominions is by encouraging emigration. The British emigrant takes with him to his new home a taste for British goods. Half the goods imported by Australia and more than half the goods imported by New Zealand and South Africa come from the United Kingdom.

There are still splendid opportunities for the emigrant. Great tracts of good land are lying untilled in every one of the Dominions. Why should not Britain train some at least of her unemployed for that work?

Money so spent would be money invested in the best of securities—in the future prosperity of the British Empire.

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THE HUMAN SEWER-RAT

by A. G. HALES

THERE are hundreds of persons who live in ease by swindling and robbery. Knowing the limitations of the present law, they laugh at the police. The law must be so altered that knaves and crooks can find no loophole

ROBBERY of any kind is despicable, and robbery within the law is, of all forms of dishonesty, the most contemptible; but, unfortunately, it is only too common in nearly all civilised countries.

In Great Britain it is rampant, and the evil seed is spreading until men and women appear to look almost with tolerance upon the slimy knaves who succeed in getting away with their plunder.

The old high standard of moral integrity which used to be the boast of Britishers is in danger of being sapped at its roots.

The time has come when a stand, stern, unyielding and merciless, must be made against the get-rich-quick gentry who are willing to walk with their muzzles right up against the bars of the jails to secure their unholy loot.

We are upon the edge of the season when the great masses of the middle-classes pour out of the cities in their tens of thousands to the seaside, and other holiday resorts, in search of health and happiness for a few days or weeks.

Law-protected robbers

They often return sadder, wiser and poorer folk when their hard-earned holiday has expired, for, since the days of the war, human harpies of the sewer-rat kind have made a practice of lying in wait for the light-hearted holiday-makers in the most innocent-appearing seaside towns and cosy nooks and corners amidst rural surroundings.

The gentry I refer to are the bogus company and syndicate promoters, ultra-respectable in appearance, glib-tongued and able at a moment's notice to produce what appear to be unimpeachable references.

They are, in fact, the very scum of rascaldom, robbers within the law, and the greatest liars since the birth of Time. They ought to be in jail earning an honest crust picking oakum.

But seldom they get there, because the Companies Act under which they operate is so wide open, so slack, that even a one-eyed sharper could steer a ship-of-the-line through its yawning gaps and laugh at the law.

Enticing bait

Almost every Briton loves a little gamble, especially the ladies in this new era of their emancipation. People who would never give a second glance at a big company prospectus during everyday life in cities, will fall to the lure of a small, cleverly baited prospectus in a country town or seaside pleasure resort.

In holiday time, honest trade folk are care-free and alas! too often careless, and the traps set for them are cleverly baited by men who are fashioned in iniquity and suckled on laziness, dishonesty and lies.

To these human vermin all that is fair is foul and all that is foul is fair. Their name is legion. They can be met with all over the British Isles, and the only trail they leave behind them is misery, loss and weary, wounded hearts.

The spoils they gather are the hoarded-up savings of the struggling middle-classes, the little hoard that has been laid by for life's winter by husbands and wives against the grey twilight of existence when work will be hard to get and harder to do.

Powerless police

The bogus company promoting "sewer-rat" is far more dangerous than the American "smooth duck" who tries to palm off bogus oil shares, for the "sewer-rat" knows the weaknesses of our people.

He delights in offering something which he unctiously describes as "All British." Watch your steps!

The British Companies Act, as it stands, will never bar a crafty knave from floating fraudulent companies or syndicates in Britain. The police cannot interfere.

Even when they know a person has been living on the proceeds of robberies within the law right under their noses for years, the police are powerless.

It is worse than useless for well-meaning politicians to try and amend the Companies Act so as to make it thief-proof and fool-proof.

This has been tried scores of times by really earnest men and has always failed, and always will fail.

But there is a way out of the difficulty, for honest men can beat rogues every day in the week if they will only pause and think.

The greater the rogue the greater the fool when the searchlight of honesty seeks him out.

A suggested remedy

The remedy does not lie in strengthening the Companies Act. It lies in a far simpler but more effective process, and one which should long since have been placed upon our Statute Book.

Here lies the remedy. Make it a criminal offence with a minimum sentence of five years' penal servitude for any man or woman to float, engineer or assist in floating a syndicate or company in this realm without obtaining a properly certified licence as a company promoter.

In every case the applicant for such a licence should, in the first place, be compelled to lodge his application with the town clerk of the district in which he resides, together with a sworn statement containing a full and detailed account of any and every company or syndicate flotations he or she has been associated with.

Mr. A. G. Hales

The applicant should show on his or her affidavit the approximate value of the dividends, if any, the companies he or she has floated have paid.

The applicant for a licence should make a sworn statement as to his or her financial position and should produce bank vouchers or deeds of property as a guarantee that he or she is not a person of straw.

Licensed liberty

It should be compulsory to renew the licence every year, and every failure in the shape of a non-dividend paying company should accompany the application for renewal.

The town clerk should submit every such application to his council, who should be empowered by Act of Parliament to make any enquiries deemed necessary concerning the applicant's character, standing and stability through the police or any other channels.

The council's finished finding on the evidence submitted to it by applicants for licences should be sent forward to a permanent court, consisting of not less than two eminent Supreme Court Judges.

This court should have the power of granting, refusing or revoking all company and syndicate floating licences either in city, town or seaside resorts.

All crooks will object to such a plan as I have outlined; decent men will not. Why should they?

Parsons are licensed, so are doctors and lawyers, though their licences come from their own corporate bodies which are sanctioned by law and the usages of age-old customs that have grown to be part of the national life.

License the company-promoters and the sewer-rats of the bogus-promoting kind will be in the long-wanted trap at last.

FAMOUS MEN DRESSED BY BARRY (*Left to Right*):
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BRUTAL ASSURANCE DODGES

AGENTS BARTER IN DEATH-CHAMBERS

A Diabolical Trick

THE system of industrial assurance, as proved up to the hilt in our series of revelations, stands convicted of extraordinary trickery.

Every instance we have cited as an example of the shifts to which companies will stoop in their scramble for profits has been capped by scores of others more shameful in their detail from readers who have corresponded with our Industrial Assurance Bureau.

And still the blackest story remains to be told. Not content with the more or less "daylight" robbery of the lapsed-policy trick in its various guises, representatives of the most shameless concerns must needs enter the darkened chamber of death itself on a ghoulish errand.

Every year some 1,400,000 claims have to be met on the deaths of members of working-class families who have been insured by their nearest kin. These claims are, in the majority of cases, absolutely valid for the full amount of the policy.

Dishonourable dodging

A lawyer, after examining the circumstances of death, and the conditions of insurance, would pronounce the claims to be good. There is no legal flaw which might leave a loophole for an unscrupulous company to dodge its responsibility.

Anyone who therefore assumed that the obligations are met in full would be reckoning without the industrial assurance companies. In an astonishing number of cases an honourable and complete settlement is dodged.

Deductions are made without a shadow of justification, which may amount to anything from 25 to 75 per cent. of the whole amount payable.

Circumstances are tragically in favour of the companies. Some poor household is stricken by the loss of a dear one. It may be the breadwinner, it may be a little one, it may be the mother. The grief is the same, and has possessed those that are left.

Desperation in bereavement

One material thought they have, if such it can be called, and that is to find the wherewithal to provide a decent burial. Other considerations of money are eclipsed by the more pressing need of paying the last respects to the one who meant so much to them.

A representative of the assurance company calls to discuss the settlement of the life policy. The bereaved ones expect one amount, the representative tells them they are entitled to something less.

He speaks vaguely of certain "deductions" which have to be made, and if there is any show of protest, places a sum of ready money on the table with a "take-it-or-leave-it" attitude.

In desperation for whatever is available, and with the prospect of expensive legal proceedings for recovery if they refuse, the bewildered policy-holders will sign a receipt for settlement in full. And the ghoul departs well satisfied with his morning's work!

When the Industrial Assurance Bill of 1923 was before the House of Commons, the Policy Holders' Protection Association endeavoured to have a clause inserted compelling the companies to give the fullest details of all deductions made in respect of death claims.

The effort failed, like many another one calculated to shield the defenceless poor from the monsters whose aim is to deprive them of their savings.

Mr. W. E. Mashford, who is specially retained by "John Bull" to advise readers on industrial assurance matters

It is not suggested that every time an industrial assurance company becomes liable to pay a death claim an attempt is made to hoax, bluff or bully the policy-holder into sacrificing a portion of the amount due.

Victims are chosen with ingenuity by those representatives sufficiently lacking in shame to lend themselves to this disgraceful method of settling claims.

The limit in iniquity

The case of a lately bereaved Yorkshire widow, illustrates the point. In 1908 this woman was happily married to a hard-working young fellow. He did not receive a big wage, but there was just sufficient to enable them to insure both their lives by weekly premiums.

The husband served in the Army throughout the whole of the war, during which time the wife was induced to increase the value of the policies.

In 1924 their family had grown to six children, all under the age of thirteen, and they looked forward to many years of happy married life.

Then, one morning, the husband died suddenly at work, and within two days the poor widow, who was expecting her seventh child, was taken to bed.

Here was an excellent opportunity for the industrial assurance company concerned. A bereaved widow, dangerously ill with childbirth, could not be expected to show much of a fight!

A first payment of £15 was made on a policy valued at £29, a promise being made that the balance would come in due course. But someone at the district office got busy.

Two representatives called, and entering the bedroom offered her £5 instead of the £14 outstanding.

She agreed, as might have been expected. It is doubtful if she knew what she was doing. This much may be said for these gallant gentlemen. They lifted her up in bed, and held her trembling hand so that she might the better be able to sign the receipt "in full settlement"!

It is impossible to gauge the full depths of this class of insurance iniquity. It is certainly considerable.

In point of fact, we have reason to believe that the death-chamber practice is about as widespread as circumstances permit it to be. We should be glad to think it otherwise.

But if our post-bag lied, the evidence of agents who have made voluntary statements would still be convincing.

A heinous system

A letter from one with a round in a London district tells us that scores of cases have come under his own personal notice where less than the sum insured has been paid, and for no legal reason whatsoever.

In one case £5 has been paid over instead of £20; in another £20 instead of £50; in a third £15 instead of £40.

From a Barnsley woman comes a complaint that she received only £11 on a £20 policy, while a Liverpool reader, who ought to have been paid £22 15s. on the death of her father, was foisted off with £5.

One naturally marvels at the mentality of the individuals responsible for such disgraceful conduct. The answer again is that they are driven by a system which is even more lacking in scruples and in decent human feeling than they are.

In past years at least, according to the confession of an ex-superintendent, promotion was given to the servants of the company who could show the smallest ratio of money paid out in claims to the amount received in premiums.

This man can prove his point from a record which he kept over a number of years of claims paid and deductions made in his own district.

The bait for promotion

Those agents who could show the largest margin between the total amounts paid on their "books" and the claims refunded were on the high-road to advancement. The honest agents who refused to sacrifice their honour for the bait of promotion stuck fast in the rut.

We are without any similar confession from a superintendent still in harness, which would prove that the same system is in force to-day.

But we invite the industrial assurance companies to prove that, with their outside staffs, there is any reward for virtue other than itself.

In this connection most of the agents merit the sympathy of the public. The system must be altered.

KENSITAS

'BUT LOOK HERE, OLD MAN'

'It's all very well for old Jenkyn to keep calling these Kensitas 'as good as really good cigarettes can be,' but what does it mean, exactly?'

'Better ask him—*I* didn't say it! I only know that I like them, better than the rest. That's why I smoke them. . . .'

'A pure fad, my boy.'

'Call it what you like, old son! But they're a fine cool smoke—anyway. I smoked a packet of ten last night, and my throat's fit and fresh this morning. And, fad or no fad, the taste of them is heaps the best I've ever struck. And I suppose that's what Jenkyn means—only he's not so long-winded about it.'

'Got one on you?'

TEN KENSITAS COST SIXPENCE, TWENTY A SHILLING

LARGE SIZE, 1/5 FOR TWENTY

CIGARETTES

Mrs. Everyman:

"My husband said: Go to Drage's Our home is safe with them"

Mr. Drage: Husbands are sometimes right, you know, Mrs. Everyman. The Drage Way of Furnishing out of income does protect you in every way.

Mrs. Everyman: Do tell me just how your new Drage Way works?

Mr. Drage: It's simplicity itself; I give you a written guarantee that if through adverse circumstances you can't go on paying, you keep what you have paid for, less a fair and reasonable deduction for use and cartage; and only return what you have not paid for.

Mrs. Everyman: That's splendid, Mr. Drage. It makes one feel there isn't an atom of risk. Well, I've chosen £87 worth of furniture. Suppose I paid £8 now and £2 a month afterwards—but that's more than three years' credit, isn't it?

Mr. Drage: Don't worry, Mrs. Everyman. I'm pleased to agree to your terms. All the furniture will be delivered to your home at Croydon within 48 hours from now. Our men lay all floor coverings free.

Mrs. Everyman: My husband said if you needed references—

Mr. Drage: Ah, but we don't, Mrs. Everyman. We put entire confidence in our customers. I may say, too, that the plainly marked prices on the furniture are all you pay. Your account comes to £87, not a penny more.

Mrs. Everyman: And your free Fire and Life Policy.

Mr. Drage: That will be issued by the Eagle Star and British Dominions Insurance Co. and sent you at once.

Mrs. Everyman: I have enjoyed my visit here, Mr. Drage. I've been treated so kindly and so liberally. I feel as my husband says, that we're safe and happy with Drage's.

Drage Everyman advertisements are based on actual conversations and incidents

FURNISH OUT-OF-INCOME DRAGE'S WAY

It is simply this: All the guaranteed furniture, whether a single piece or a complete houseful, will be delivered in plain motors to any address in Great Britain carriage paid directly the first agreed instalment is paid. The balance is discharged by equal monthly payments spread over 1, 2 or 3 years. No references are required, the plainly marked prices on the furniture are all you pay, and a free Fire and Life Policy is given you. Should unforeseen circumstances arise you can depend on the utmost consideration, and if you are compelled to cease payment, you will get full value for all you have paid.

Fares paid to London on all completed orders of £50 or over

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Next Holborn Tube Station. *'Phone: Holborn 6720*
Open from 9 to 6.30 (including Saturdays)
Close Thursdays at 1

The Famous Book of the Drage way gladly sent post free to all mentioning 'John Bull'—

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10-Day Tube
Mail coupon

Gums like Coral

Teeth with that dazzling whiteness you see

This new way brings them quickly. Send coupon

DENTAL science has found a new way to lighten cloudy teeth. A way that often changes a person's whole appearance. Your teeth, it's learned, are not naturally off colour—simply coated with a film that absorbs discolorations from food, smoking, etc.

You can feel that film now with your tongue; a slippery sort of coating. It is there largely because your present dentifrice is failing in its duty. Ordinary dentifrices don't fight film successfully, and brushing won't do it.

Now a new-type dentifrice has been discovered. A film-removing paste called Pepsodent.

Leading dentists urge it because it protects the teeth and firms the gums. Film invites tooth troubles. It is there now affecting your teeth, your gums; making your smile unattractive.

Clear it off. See the amazing difference made. Get Pepsodent from your chemist. Or send the coupon for test tube free.

Pepsodent MARK TRADE

The New-Day Quality Dentifrice

10-DAY TUBE FREE 2676

THE PEPSODENT COMPANY,
(Dept. 176), 42, Southwark Bridge Rd.,
London, S.E.1.

Mail 10-Day Tube of Pepsodent to—

Name.....

Address.....

Give full address. Write plainly. Only one tube to a family. J.B. 17/4/26

In Sunshine Ward

A FORGER MAKES GOOD

Drama in a Diary

by **PHILIP INMAN**

I WANT to relate a story which might have been culled from the pages of modern fiction, but which, in reality, is transcribed from my own diary. I will neither add nor detract a single word, but I will leave the extracts to speak for themselves.

September 17, 1924.—The ambulance brought in to-day a would-be suicide. This young fellow, twenty-four years old, had drunk lysol in Hyde Park, and was found unconscious. An hour later a detective called to enquire about him. Some trouble about a cheque. Just one more of London's unnumbered tragedies!

September 18, 1924.—The mother of the poisoning case called upon me; the sweetest soul I have ever met, and he is her only son. When told that he was recovering, murmured fervently, "Thank God!" But when taken to his bed and saw policeman sitting by, collapsed and fell on to the floor. When she knew of his disgrace, her eyes filled with tears and her lips trembled, as she said, "He's done wrong, but he's still my boy!" A good mother—God's greatest gift to man.

October 1, 1924.—J. S.—lysol-taker—discharged from hospital yesterday, and immediately arrested. To-day sentenced to four months' imprisonment for forging two cheques belonging to his employer. Somewhere there is a broken-hearted mother. "We sin against our dearest, not because we do not love, but because we do not understand."

January 13, 1925.—J. S. came out of prison to-day and called with his mother to see me. Bitter days and sleepless nights have played havoc with them. Yet the lovelight has come back into her eyes, and a wonderful smile banished all her careworn look, when, with sincerity ringing in his voice, he said, "For mother's sake, I am going to make good." One day I think he will.

April 23, 1925.—Saw J. S. in Regent Street to-day—shocked at discovery; bought from him a box of matches—and he an old public schoolboy. What a price he has had to pay. Said he had hunted for work everywhere, but nobody would look at him. When I offered help, he refused. "Though I am a street hawker, I have still got some pride left."

November 9, 1925.—Walking through emergency ward to-day, someone called my name. Turned to No. 7 and found it was J. S. A change from last time—a patient, not through attempting to take his life, but through trying to save someone else's. An elderly woman crossing Oxford Street, tried to enter a 'bus which began to move, and J. S., seeing a car approaching, rushed to drag her out of the way. But too late—a fractured skull killed her instantly, and he has a broken leg and two fractured ribs. So the forger of yesterday is the hero of to-day.

November 12, 1925.—Dr ——— attended inquest on Oxford Street motor victim. Coroner said of J. S.: "It was an act of unselfishness and one of great courage, and though it did not succeed in its object, his conduct was none the less meritorious." Somewhere there is a proud and happy mother to-night; he has made good, and she has had her reward.

April 2, 1926 (Good Friday).—A letter from J. S. to-day wishing me a happy Easter. The coroner's testimonial got him a good berth. His letter ends: "My mother's faith in me has been the star of hope which has led from degradation and despair to a wonderful life pulsating with love."

Yes, Browning is right.

"Never doubted clouds would break . . .
Held we fall to rise, are baffled to fight better, sleep to wake."

The Sentence of the Court

Seeing Snakes in Skirts

Sex War in the Schools

J. KAY and W. H. Young, both of them schoolmasters, and both old enough to know better, pleaded "Not guilty" to a charge of attempted fraud on women school teachers.

"Kay and Young are charged together," said Mr. Watchdog, K.C., "because, as regards their public activities, they are two souls with but a single thought (I had almost said 'with but a shingle short')."

"Their one bright thought is that man cannot hope to maintain his social standing unless woman is treated as an inferior animal, or even vegetable.

"A resolution, moved by Kay and seconded by his Young accomplice, opposing equal pay for men and women teachers, was passed by the National Association of Schoolmasters, which also pledged itself to give financial support to any member who, acting on the advice of the executive, refused to serve under a headmistress.

"'Women,' Kay asserted, 'are relentless in their efforts to secure equal pay, and we will have to meet them relentlessly in opposing their irrational policy.'

"Neither prisoner appears to realise how irrational is his own policy, based on the assumption that the possession of a pair of trousers implies superior intellectual distinction, and that Providence intended petticoats to be synonymous with penury.

"Undoubtedly, the best jobs should go to the best brains, whether they nestle beneath bobbed hair or bald pates. Once admit the principle of unequal pay for equal work, and everything is at sexes and sevens."

Mr. Strawsplitter said the resolutions complained of were as much in the interests of women teachers as of men. He (counsel) would echo Mr. Young's question: "What would be the effect on marriage of equal pay?" Young women would not marry because they would be better off if they remained single.

"What I may call the 'Young idea,'" said Mr. Justice Bull, "seems to be that our national wellbeing demands the underpayment of women, so that they may be driven into loveless matrimony through economic necessity.

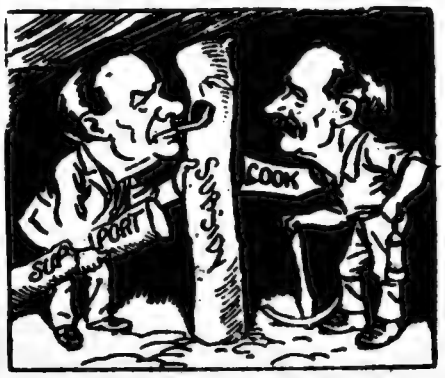
"Although the gentleman's name is Young, his sociological notions are older than the first of the troglodytes.

"As for the other gentleman, who seems so anxious to grasp the skirts of unhappy chance and rifle the pockets of their wearers, his is obviously a case in which Kay stands for 'kantankerousness.'

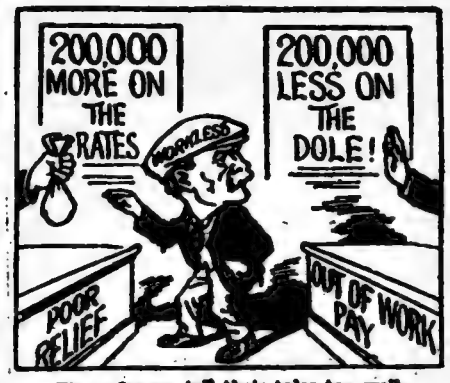
"The prisoners have been found equally guilty, but since both are advocates of unequal treatment, I shall defer to their views by sentencing one to six months' hard labour and ordering the other to place 2s. 6d. in the poor-box—the allotting of the punishments to be determined by the spin of a coin."

Cartoonettes and Topical Jingles

by **FRANK HOLLAND**



"It seems to me," says B. to C.,
"As this prop cannot stop in,
We'd best arrange to make a change
And put another prop in."



These figures tell their tales too well,
For as "The Dole" abates,
Before our eyes the numbers rise
Of those who're "on the Rates."

Of C.O.D. the P.M.G.
Has got some right to boast,
But he'd have more if he'd restore
The pre-war Penny Post.

GOOD AS GOLD

ONE PERSON recommended one thing and another recommended another. She herself thought that milk from the dairy was the only thing for Baby, and, for as long as she could, she went on with dairy milk, adding a little of this and a little of that, but Baby could not take dairy milk and, for all her care of him and all her yearning over him, he did not thrive.

And then one day someone recommended *Nestlé's Milk*. From the very first, Baby could take *Nestlé's Milk*. That was the first good sign. But other good signs followed, and in a fortnight there was a different Baby and a different mother.

THE particular process by which Nestlé's Milk is prepared carefully preserves all the vitamines which are vital to a child's growth and strength and well-being.

NESTLÉ'S Milk

A TRIAL SAMPLE FREE

It often happens that from the very first feed of Nestlé's Milk Baby shows an improvement. Would you like to try? A "Picnic" size tin (3½d.) and a very helpful book on the care of babies—with illustrations—will be sent to you FREE if you send your name and address on a post-card to Nestlé's, 6 & 8 Eastcheap, London, E.C. 3

THE GLORY CORNER

This is the Glory Corner at the Bennett College. We give it that name because it contains in bundles about One Hundredweight of letters which we have received from Grateful and Successful Students. We keep all these thousands of unsolicited testimonials as a fountain of inspiration and because we are really proud of them. Having helped thousands of others to achieve success and advancement, it may be possible that we can help YOU.

Yours sincerely,

I am assisted by a large and expert staff, and the advice we give is sound. If we cannot help you we will say so; if we can we will tell you how.

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We have **FREE** booklets setting out the possibilities in connection with each of the subjects shown in the lists; send for the one in which you are interested, or ask for **MY PRIVATE ADVICE**, which also is free. You incur no obligation.

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The Miraculous Quick Shave with NO SOAP or BRUSH.

COLONEL: "I am travelling abroad next week, and I am taking a 'blessing' back with me."

TRAVELLER: "What is it, old man?"

COLONEL: "Why! A most important thing—something that will give me an easy and perfect shave. It is SHAVEX, and with it there is no misery of lathering until my face is sore, for it requires no soap or brush. I just smear a little SHAVEX over my beard and then shave in a quarter of the time. I always get a close and clean shave, and my skin feels as soft as satin. I had a lot of wrinkles, but they have disappeared through the use of SHAVEX, because it is a Skin Food as well as a Shaving Cream, and there is no need to use any lotions. That is the 'blessing' I am taking with me, old friend."

TRAVELLER: "Why, old man, you certainly look younger! I have recently been travelling in East Africa, and I wish I had had a few tubes with me. It would have been a godsend."

DOCTOR: "I am one doctor among many hundreds who recommend SHAVEX. There would be no rash or pimples, etc., if all men used SHAVEX, because it is antiseptic. SHAVEX is the one perfect and healthy method of shaving."

Send this Coupon for Free Sample.
Cut this Coupon out, attach it to a piece of paper on which your name and address are written plainly, and send, with a 2d. stamp to cover postage, to the Zee-Kol Manufacturing Co. (Dept. V.13), 40, Blenheim Road, Upper Holloway, London, N.19.

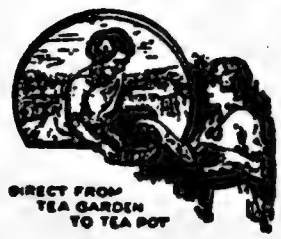
SHAVEX

Large Tube 1/- Larger Tube (Double Quantity) or Pot 1/6
At all chemists or direct from the
ZEE-KOL MANFG. CO. (Dept. V13), 40, Blenheim Rd., Upper Holloway, London, N.19

If you think they are ever necessary read this! Then you will *know* they are not.

Without any dangerous cutting, painful caustic liquids or plasters, or even the expense and trouble of a visit to the chiropodist your corns can soon be softened and separated from the underlying tissue so they come right out, roots and all, like the hull out of a strawberry. As for callouses, they quickly can be made to soften, turn white, loosen at the edges, curl up, and peel completely off. A small packet of **Reudel Bath Saltrates** is all you need. This has no effect whatever on sound, healthy skin, but acts only on dead, callous'd, and corny tissue in which there of course is no blood circulation. Millions of packets of **Reudel Bath Saltrates** have been sold, every one containing a money-back guarantee of refund in full, immediately and without a question if any user is dissatisfied. The sale is increasing every day. Why? Ask any chemist what his customers say. Sold everywhere in convenient sizes and at very low prices

REUDEL BATH SALTRATES



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TEA PLANTERS, CEYLON
The Largest Tea Distributors, Manufacturers and Retailers of Food Products in the World.
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Branches and Agencies throughout the United Kingdom.
LIPTON, LTD.

Words Winged to Women

KNIFE-AND-FORK SUICIDE

Shut the Poison Food Shops!

by **MABEL HORNER**

"CLEANLINESS," or so we were taught in our childhood, "is next to godliness." It is a good maxim. It is a beginning of the social code. It teaches the youngster—by nature a bit of a young savage—that there are decencies to be observed before he can come to his place as a member of civilised society.

In these days science is teaching us that cleanliness is something very much more, especially in the matter of food. There cleanliness is health, freedom from disease, and the absolute salvation of the children of the race.

This country has been too slack in the matter of its food supplies. The get-rich-quick brigade have carried adulteration to alarming lengths. An army of inspectors is necessary to keep the scandal within limits. That they have not been sufficient for the job is proved by the Home Office taking the matter in hand and tightening up food regulations.

We see a satisfactory result of this in the vigorous prosecution of those whose greed leads them to sell diseased animals for food. Poisoners have always been looked upon with utter abhorrence. If one person poisons another by direct means he suffers the penalty of his crime.

The need for co-operation

Those are not less guilty who, for the sake of gain, are willing to risk the infection of a whole neighbourhood.

It is pitiful to think how many hundreds of white-faced consumptives may have had the first seeds of the fell disease sown in their system by taking contaminated milk or meat from animals infected with the same complaint.

The vendors of such poison-traps are rightly punished when detected. Detection of householders who allow impurities to reach the food after it comes into the home is impossible. Yet it is just here, that a great deal of damage is certainly done.

So the law, without intelligent co-operation from the public, is powerless to safeguard public health.

Next year sees the end of the time-limit for putting preservatives in food. Housewives will be confronted with the problem in an urgent form. And we ought to prepare before-hand to grapple with the new difficulties that will arise.

The great bugbear

The Borough of Hornsey has been the first to take the bull by the horns. It has held a Clean Food Exhibition, the first to be arranged under powers granted by the Public Health Act of 1925. The Minister of Health, Mr. Neville Chamberlain, opened the proceedings.

Ministers of Health know that measures taken by Government departments fail unless backed by public opinion, and that their instructions will not be carried out unless people understand them.

The continued use of preservatives in food have very disagreeable results. Worse, they conceal the fact that putrefaction may have taken place. But how food will be kept safe and eatable without preservatives, after it is purchased, will be the housewives' own look-out.

It is necessary to know the signs of diseased meat. It is necessary to know how milk for the babies can be kept pure when there are no real facilities for storage. The problem of pure foods in the towns is complicated by the bad housing, and any scheme of improvement that does not include housing is futile.

And we shall certainly never have a really healthy community until we scientifically combat the nuisance of soot. For every domestic coal fire that is alight for ten hours a day and burns 2½ lb. of coal per hour, 4 cwt. of soot in the year are thrown out into the atmosphere.

Dr. Mary Jack, dubbed "The Nation's Bunty," who pulls the strings by lecturing to mothers, nurses, and welfare workers on better health management in the home

Hammer home the facts!

These millions of tons of soot are breathed into lungs, poured over food, and hang over every town as curtains of fog, blotting out that health of God, the sun.

Let housewives see to it that every town and even every village has its own clean food exhibition and hammer home the facts. We may yet see towns of airy houses, electrically run, and the face of every little child beaming with health, bonny and smiling.

The Cap-and-Apron Puzzle

by **JESSIE STEPHEN**

UNEMPLOYMENT among women and girls does not become less acute. Only the other day one young woman committed suicide because she had not been able to find work for a very considerable period.

The bulk of this slackness in trade is confined to the ordinary industrial occupations into which so many girls and women find their way. On the other hand, there is an unsatisfied demand for domestic servants.

What puzzles many people is the curious reluctance shown by the majority of unemployed women to take up domestic service as a way out of the difficulty, more especially when it is remembered that this occupation does guarantee to a girl food and shelter in addition to her ordinary money wage.

It has been suggested that the only way to make girls see sense or reason is to refuse the "dole" to all unemployed women and girls if they will not undertake domestic service.

THIS so-called solution is worse than the disease. Used to the freedom of factory life or trained in other trades, women are not likely to appreciate dragooning methods of this sort.

Thus, whatever may be the intentions which animate those who advocate such a way out, their purpose is doomed to defeat at once.

That this is true can be proved by the numbers of unemployed women who, even without "doles," still remain outside.

No one knows better than I do that domestic service to-day is not the same as it was years ago. Many improvements in pay and conditions have been made, although hours are still too long.

Nevertheless, I do not believe that this would prove an insuperable obstacle if persuasive rather than coercive methods were adopted.

In addition, I would make the suggestion that the extension of unemployment insurance to domestic service would help matters a great deal.

AT the present time, a woman who has worked in another occupation covered by the provisions of the Unemployment Insurance Act is afraid to enter domestic service, knowing that she will cease to be insurable.

Supposing she does not make good in her new occupation—and not every woman is fitted for domestic duties—she is right up against it immediately.

If it is not a practical proposal to make domestic service insurable for unemployment benefits at the moment, why not allow a recruit who has worked in an insurable occupation at least twelve months in domestic service before all benefits to which she is at present entitled become no longer available to her?

At the end of such a period a worker would have made up her mind, and, at the very worst, such recruits would be able to judge at first hand whether domestic service is quite so black as they had imagined it to be.

A considerable number would most certainly after this experience elect to remain in the occupation.

Since it is obvious that relief schemes for women are not so readily or so easily organised as for men, it is clear that something must be done to attract them to an occupation which would prove a preliminary training for the responsibilities which they will have to shoulder later if and when they marry.

Any attempt to coerce women into an occupation of which they are not a little suspicious will meet with no success. There is quite enough reluctance shown now without increasing the area of resistance by foolish propaganda of this kind.

However unreasonable their attitude may appear in refusing the work that is there for them to have, some toleration of their point of view is essential.

PERSONALLY, I have been responsible for quite a number of factory girls becoming domestics, but the success which has met my efforts has been due to the generous treatment of the tyros.

Mutual agreement is not impossible, and a conference of mistresses and maids might be able to draw up a sensible scheme of co-operation. At any rate, no harm would result from a trial.

The "Seven Point" Shilling Face Powder

1
Prevents a shiny nose and greasy-looking skin because of the Mousse of Cream that's in it. (Patented process).

2
Clings to your skin in spite of strong, gusty winds, rainy weather, or perspiration from dancing in a warm room.

3
Contains no starchy rice powder to swell in your pores, clog them and cause blackheads, pimples, and other blemishes.

4
No small gritty particles to irritate and roughen soft, delicate skins. Guaranteed pure and harmless.

5
Air-floated and silk-sifted — the lightest powder made. Cannot be detected on the face. No suggestion of artificiality.

6
Prepared in Rachel, Natural, Pink and White shades. A tint to match every type of complexion.

7
A shilling a box, also Compacts in new style dainty gilt, or rich-looking gun-metal finished boxes with mirror and puff at 1/6.

Poudre Tokalon

Mousse of Cream Face Powder.

Get a Box To-day—or Use Coupon

FREE TRIAL OFFER

Tokalon Ltd. (Dept. 8A), 214, Gt. Portland St., London, W.1.

Please send de-luxe sample outfit of Beauty Preparations, including 4 shades of Poudre Tokalon and Crème Tokalon (both vanishing and cleansing). I enclose 3d in stamps to cover postage and packing.

(Name) .....

(Address) .....

BRITAIN'S BIGGEST RAINWEAR SPECIALISTS OFFER YOU THIS SARTOR for 20/-

Start off this Summer well by wearing the finest raincoat in the world—made from the exclusive materials used ONLY in the SARTOR RAINCOATS.

By cutting out middle profits and selling "DIRECT TO BUYER" from our big modern factory, we are able to supply the SARTOR Raincoat illustrated (for Ladies and Gents) at the amazingly low price of **20/-**

The "SARTOR" ART. SILK MAC. Exquisitely RICH SHOT SILK effect: guaranteed drenchproof. Most delightful shades on thin filmy rubber coating. Light as a feather. Just the thing for spring showers. Honestly worth double. Price **27/6**

SPECIAL C.O.D NOTICE

You need not pay for any goods until they are delivered at your door. WE PAY ALL C.O.D. CHARGES. Study the Style Book which we send you FREE—then send your order—BUT NO MONEY. When the goods arrive—PAY THE POSTMAN. They will be delivered to you carriage paid and all Government C.O.D. charges paid. YOUR MONEY WILL BE REFUNDED IN FULL IF NOT SATISFIED after inspection. But first of all send for FREE STYLE BOOK AND PATTERNS, etc., to see what you want. Write NOW to:—

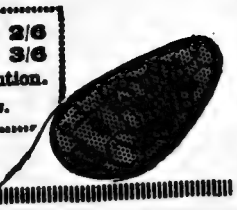
SARTOR MANUFACTURING CO. (Dept. J), Derby Street, Cheetham, Manchester.

CALL and inspect our Models at any of our Branches:—

220, TOTTENHAM COURT ROAD, LONDON, W.1; 129, OXFORD STREET, LONDON, W.1; and 53, OXFORD ROAD, MANCHESTER.

PHILLIPS LIGHT RUBBER 'STICK-A-SOLES'

LADIES' - 2/6
MEN'S - - 3/6
Pair with Solution.
Fixing extra.



WIVES WHO SAVE THEIR HUSBANDS' HAIR!

"I Should Hate You to be Bald—Try My 'Harlene-Hair-Drill.'"

1,000,000 COMPLETE HAIR-GROWING and HAIR-BEAUTIFYING OUTFITS FREE!

WOMEN have started a campaign against Baldness and poor hair-quality in their menfolk. No woman likes a man to be bald, and now that she finds it so easy to grow her own hair in luxuriant, healthy, wavy abundance by means of the simple, every-morning "Hair-Drill" she cannot understand why so many men seem **content** to let their hair Fall Out, become Thin and Straggly, or their scalps choked with Scurf.

Look at HER beautiful, radiant hair! There's no "skimpiness" there. How does SHE do it? She will tell you "Harlene-Hair-Drill" for just two minutes *every morning*. And you can start NOW without having to pay a penny for it. Cut out the Coupon, which entitles you to a complete Outfit FREE. The postman will bring the parcel by return post direct to your own door, no matter where you may reside.

First of all in the "Hair-Drill" Gift Parcel you will find:

A BOTTLE OF "HARLENE" itself—like liquid sunshine. It feels so refreshing to the scalp and it bucks up the hair at once. Even on bald places it will grow new hair if you haven't let the roots absolutely die from neglect. "Harlene" is a Hair Food, Tonic, and Dressing combined.

Next you will find a Trial Supply Packet of "CREMEX" SHAMPOO POWDER. It is really wonderful how instantaneously "Cremex" clears away every particle of scurf and leaves the scalp perfectly fresh and soft—ready for the "Harlene-Hair-Drill."

You will also receive in addition:—

A BOTTLE OF "UZON" BRILLIANTINE—which gives a final touch of "Dressiness" and "Polish" to the hair. It is especially beneficial in cases where the scalp is inclined to be over-dry.

Wait a bit—there's another important item in the parcel. The

INSTRUCTION MANUAL OF "HAIR-DRILL."

This book is written by a Scientist, and shows you exactly how to use finger-tip massage on the scalp, and contains most valuable hints on hair culture.

By taking their wife's advice many men have saved themselves from premature hair decay and total baldness. Any man or woman may test "Harlene-Hair-Drill" Free at home to-day.

WHAT "HARLENE-HAIR-DRILL" WILL DO.

In addition to growing a beautiful abundance of strong healthy and youthful looking hair, the daily practice of "Harlene-Hair-Drill" overcomes:

1. Scalp Irritation.
2. Over-Greasiness or Over-Dryness of the Scalp.
3. Brittle, Splitting Hair.
4. Hair coming out on Brush or Comb.
5. Patchy Baldness.
6. Thinning Hair.
7. Loss of Colour and Lustre.

TRY "Hair-Drill" FREE

Every Reader of this paper is invited to send TO-DAY for the **FREE** Outfit as described below. Once you have tested it for yourself you can always obtain further supplies of "Harlene" at 1s. 1½d., 2s. 9d., and 4s. 9d. per bottle; "Uzon" Brilliantine at 1s. 1½d. and 2s. 9d. per bottle; "Cremex" Shampoo Powders 1s. 6d. per box of seven Shampoos (single packets 3d. each); and "Astol" for Grey Hair at 3s. and 5s. per bottle, from Chemists and Stores all over the world.

"HAIR-DRILL" GUARANTEE.

With every free Outfit it is explained how if for any reason you are dissatisfied with any "Hair-Drill" preparation subsequently purchased, the price is refunded in full.

SPECIAL NOTICE to the GREY HAIRED

If your Hair is Grey, Faded or quickly losing its colour, you should try at once the wonderful new liquid compound, "Astol," a remarkable discovery which gives back to grey hair new life and colour in a quick and natural manner. You can try "Astol" free of charge by enclosing an extra 2d. stamp for the postage and packing of the "Harlene-Hair-Drill" parcel, i.e., 6d. stamps in all, when, in addition to the splendid Four-Fold Gift described in this announcement, a trial bottle of "Astol" will also be included absolutely free of charge.

"HARLENE" FREE GIFT FORM

Detach and post to EDWARDS' HARLENE, LTD., 20, 22, 24 & 26, Lamb's Conduit Street, London, W.C.1.

Dear Sirs,—Please send me your free "Harlene" Four-Fold Hair-Growing Outfit, as announced. I enclose 4d. in stamps for postage and packing to my address.

JOHN BULL 17/4/26.

NOTE TO READER.

Write your FULL name and address clearly on a plain piece of paper, pin this coupon to it, and post as directed above. (Mark envelope "Sample Dept.")

N.B.—If your Hair is GREY enclose extra 2d. stamp—6d. in all—and a FREE bottle of "Astol" Hair Colour Restorer will also be sent you.

Busy day—cold meat, hash with Bisto—perfect treat

BISTO for Hash and Stews.

Don't risk it!

Don't put your trust in last season's Repair Outfit—just the most necessary items may be missing when you need them.

Start the season well by asking your Cycle Dealer for a

"CHEMICO"

8d. each Reliance Cycle Repair Outfit.

THE COUNTY CHEMICAL CO., LTD. CHEMICO WORKS, BIRMINGHAM.

Human Documents

A Brute and a Baby

A Tragic Courtship—Chance for Reform—A Callous Publican

"I AM writing my story so that any poor girl who has gone wrong and is contemplating marriage may think twice about it lest she should suffer my unhappy experience.

"At eighteen years of age I was an unmarried mother, abandoned and neglected by the father of the child. Thank God, I had a good mother, who helped me in every way possible and looked after baby while I went out to work.

"Soon afterwards, a fellow I had known from boyhood commenced courting me. I told him all about my baby and he said it did not matter in the least; he would be glad to care for it. After three months we married and I felt happy to think that the future would be brighter for baby as well as myself.

"After eleven months a little boy was born and at once my husband showed himself in his true colours. While he made his baby the apple of his eye, my poor little nameless child was thrust out into the cold, and life began to be a misery for both of us.

"His ill-treatment has continued until I have almost come to wish we were out of this life altogether.

"I AM now only twenty-three, and it seems shameful that I should be compelled to spend the years before m in endless suffering or else seek the coward's way out.

"If I speak to my husband about his cruelty to the child he brutally tells me to take the little brat out of it. She is four now and, of course, she notices the difference in the way the other child is treated, and even the neighbours see it.

"A few weeks ago I left him as I could not bear his cruelty any more, but he worried me to death to return to him, promising that things would be different. Already, however, it is evident that there is no change in him, and the same trouble has started again."

"HUMANIST" says: *A man who behaves like a brute to one baby is capable of being cruel to all children, and I am inclined to think that you made a mistake in returning to your husband after he had shown such a contemptible character. I dislike separations, but if your husband will not carry out his promise you will be better away from him.*

* * *

"PLEASE help me to tackle a problem which is causing me pain and must, I fear, bring great distress to my dear daughter and the young fellow who loves her.

A Painful Revelation

"When I was three years old my father ran away with a woman of the town, leaving my mother with two children and another which was born six months later.

"My dear mother toiled and struggled to bring us up respectably and put me to a good trade. I was married early, and my daughter is now just out of her teens. I allow her to go to dances occasionally, and some months ago at one of these functions she made the acquaintance of a young man.

"She asked me to receive him at home and tell her what I thought of him, and as I think parents can often prevent mischief by taking a personal interest in their children's early love affairs, I consented.

"He seemed to be a very decent young fellow, and in asking my permission to carry on the courtship, he explained that his father was a business man in a fairly good position, and took out his wallet to show me his parents' photographs.

PROBLEMS that may be yours are dealt with by "Humanist." In every case the name and address of the writer are suppressed so that the authors may not be identified. In cases that are too intimate or are not of sufficient interest to be helpful to others, correspondents must send stamped addressed envelopes if they wish to be answered by post. Ten shillings is being sent to each of the writers of the first four letters printed.

"You may imagine my distress when I recognised my own father's face and realised that this lad was my half-brother.

"I find it difficult to know how to explain that I cannot accept him as a son-in-law. I feel if I tell him the whole truth the rest of his life will be embittered. What can you suggest?"

"HUMANIST" says: *I think you should explain to the lad, as gently as possible, that you cannot allow the courtship to continue, and then see your father and insist that he shall explain to his son the reason why it is impossible. You will have sufficient to do to comfort your daughter.*

* * *

"I AM now eighteen years of age. I was brought up in a religious home, given a good education and apprenticed to a tradesman with whom I remained for over two years. During that time I got into bad company. I started betting, at first in small amounts and later in pounds, and I began to drink.

A Bad Start

"My mode of life became known to my employer and he spoke to me seriously, but kindly, and asked me to reform. I did so for a while, but the influence of my companions proved too strong and presently I took a day off to go to a race-meeting without the permission of my employer. The result was that the next day I was told to take a week's notice.

"This happened nine months ago, and I have been out of work since. Being an apprentice I have drawn no 'dole' and my employer having refused to give me a character, no one in the neighbourhood will offer me employment.

"My so-called pals, now that I am down and out, have no use for me and I have to depend on my parents. Since I was sacked I have been a total abstainer and I am quite capable of working and anxious to earn a living. Can I demand references from my late employer?"

"HUMANIST" says: *I am afraid you have made a very bad start in life. You cannot compel your late employer to give you references, but if you show by your conduct that you are truly repentant, seeing that he gave you a kindly warning before, he might be willing to give you another chance and you should not mind humbling yourself to ask for it, instead of demanding that to which you have no right.*

Give Them a Chance

NOT every young man owes his distress to his own failings as described in the Human Document headed "A Bad Start." Many a poor fellow is down and out through no fault of his own, and needs a helping hand to enable him to set his feet on a firm path to prosperity once more. You can save many who have almost reached starvation-point by sending a subscription to "The Greatest of These—" Fund. The price of a suit of clothes may mean the difference between hope and despair. See page 38.

"IT is the sorrow of my life that I have a mother who is the slave of drink, and this terrible enslavement is making our home and all who enter it wretched and miserable. I have tried in every manner possible to persuade her to give up this evil thing, but all to no avail.

Degrading a Mother

"It is bad enough to have such a burden of care, but in this case it is rendered doubly hard by the fact that the people at the public-house in this small place appear to be utterly indifferent to our sorrow and almost seem to take a delight in our unhappiness, for they persist in serving my poor mother with far too much liquor.

"I asked my father to try to stop it, and he wrote a letter to the proprietor without any appreciable effect. I then went personally to see the publican, who pretended that I was making a fuss about nothing.

"He even declared that he showed my father's letter to our policeman who, he said, simply told him to serve my mother with as much as she likes, so long as she paid for it.

"I feel that I cannot allow my mother to be swept away on a flood of drink without trying to save her.

"I am the youngest son, only twenty-five years of age, but I would give half my life if I could put an end to this curse. Please tell me what I can do."

"HUMANIST" says: *It is disgraceful that your mother should persistently be made drunk in such a callous fashion, and if your village policeman shows such indifference, you should write to the Chief Constable reporting the whole of the circumstances and ask him to take action against the offending publican.*

* * *

Second Cousins

"I am deeply in love with my second cousin (my mother and her father were first cousins). My parents oppose the match on the ground of relationship. Is there any reason why we should not marry?"

"Humanist" says:—*There is no legal barrier, but it would be advisable for you both to consult a medical man, explaining your joint family history, lest there should be a predisposition to hereditary weakness in your children.*

The Nameless Boy

"Five years ago, being childless, we adopted a baby boy from birth. Now that the little fellow has to go to school, I am told I must produce his birth certificate, and I fear he will learn that he is not our own flesh and blood. Is there any way out of the difficulty?"

"Humanist" says:—*As a matter of form, the boy must be entered in the school books in the name in which he was registered, but if you explain the circumstances in confidence to the head mistress arrangements can be made for him to be called by your name in school.*

Blackmailing a Bridegroom

"Just as I am about to be married, a woman who knows of an early entanglement I had with a girl, since dead, has threatened to tell my bride-to-be the whole story unless I give her money. I cannot bear the thought of scandal overshadowing our wedding. What should I do?"

"Humanist" says:—*Tell your sweetheart yourself, if you wish for a happy married life, and then report the attempted blackmail to the police.*

B164

17/9

The low price of this smart Glace kid Oxford Shoe is typical of the marvellous F.H.W. value. For smart appearance and excellent wearing qualities it is unequalled.

Sizes 5—10,
½ sizes 5½—9½ — 17/9

New Styles for the Season

Men who wear good, English-made Burlington shoes *know* that under the smart style and fine finish there lies the material and workmanship that give, in addition, real *wear*.

They know that to equal "Burlington" quality they must pay much higher prices elsewhere. Can you wonder that every day more and more men are wearing Burlingtons? See them at your nearest F.H.W. branch to-day!

TEST BURLINGTON VALUE BY POST.

Order a pair of Burlingtons. Simply state shoe number and size, and send a pencil outline of your foot, with remittance. (Foreign orders must include enough for postage.) Examine the shoes in your own home. Try them on! We send goods post free in U.K., and guarantee to satisfy you

Send postcard for F.H.W. Catalogue, which shows scores of styles.

Freeman, Hardy and Willis, Ltd.,

500 SHOPS — 500 SHOPS

106, Rutland Street, Leicester

Indigestion & Anæmia

An expression of gratitude for the benefit derived from the use of Dr. Cassell's Tablets. After 12 years of suffering, restored to complete health.

Mrs. Ada King, Rose Cottage, Combe Throop' Templecombe, Somerset, says: "Twelve years ago I commenced to suffer from Indigestion and Anæmia. The trouble grew worse, it affected my heart, causing me to have palpitation very badly. Each day I felt completely worn out, my head ached terribly, and I could get no rest at night.

"Then I tried Dr. Cassell's Tablets, and the first box gave me relief. I continued the remedy, and now I am in perfect health."

The Universal Home Remedy for

Nervous Breakdown — Neurasthenia — Palpitation
Neuritis — Nerve Pains — Kidney Weakness
Indigestion — Headache — Children's Weakness
Sleeplessness — Anæmia — Wasting

Specially valuable for Nursing Mothers and During the Critical Periods of Life.

TAKE TWO AT BED-TIME

and note how well you sleep, and how refreshed and fit you feel in the morning.

Dr. Cassell's Tablets

Home Price, 1/3 Family Size, 3/-. Sold only in sealed packages at all Chemists and Stores.
BEWARE OF IMITATIONS.

No need to waste words. they are "The Best"

Sir Francis Drake, foremost among the hardy sea-captains of Elizabeth, freed the seas from the menace of Spanish dominion, successfully paving the way for the colonisation of Virginia, from whence comes the superb tobacco used in the making of WILLS'S GOLD FLAKE CIGARETTES

Wills's

GOLD FLAKE

CIGARETTES

WITH OR WITHOUT CORK TIPS.

10 *for* 6d 20 *for* 1/-

W.D. & H.O. WILLS, Branch of The Imperial Tobacco Co. (of Great Britain & Ireland) Ltd.

G.F.45W.

A stick—if you prefer
—and of all sticks you'll prefer Shavallo—after a trial. Other men invariably do. So we ask you to make your own free test. Just send the coupon.
COUPON 59
John Knight Ltd., Dept. 6, London, E.16
Please send your generous free trial stick of Shavallo Shaving Soap. I enclose 1½d stamp for postage.
Name .....
Address .....
County .....
Large stick in Unorine tube 1/3
Refill 1/-
SHAVALLO
Shaving Soap
COUPON 59
John Knight Ltd., Dept. 6, London, E.16
Please send your generous free trial tube of Shavallo Shaving Cream. I enclose 2d stamp for postage.
Name .....
Address .....
County .....
In large tubes 1/6
Use it first—without expense
You won't cease using it. We're sure about it because we know what other men have done after trying this wonderful new Shavallo Shaving Cream. Send the coupon—and try it free!
SHAVALLO
Shaving Cream
BY APPT. TO H.M. THE KING JOHN KNIGHT LTD., LONDON, E.16

Our Letter Parliament

Making a Better World

Pensioned Traders—Railway Robbery—Modern Barbarity

Militant Ministers

It is a painful fact that, with the exception of "Woodbine Willie" and some other ministers, few clergymen have raised their voices with any sincerity against war. We hear countless sermons on obscure theological matters, but only rarely does a parson devote his discourse to a denunciation of world strife. During the war, it was interesting to perceive how all sorts of specious and sophistical sermons were preached to prove that it was to be regarded in some measure as a good and useful thing. This spirit survives, alas, in times of peace.—*P. Beaufoy, London.*

The Cynic's Retort

As a "parasite who sucks at the blood of the world," as the Rev. G. A. Studdert-Kennedy dubs poor cynics like myself, I may be permitted to reply to his most recent effusion. I admit that the man is honest in a dishonest Church, and is outspoken in a calling where there is a premium on mealy-mouthed hypocrisy, but his arguments leave me quite cold. He speaks of his "longing for immortality," and because of that longing proceeds to prove that there is such a thing as an after-life. Just because he wants a thing, it must exist! Could reason descend to a more idiotic standpoint?—*Sans Esperance, Hull.*

Straight Dealing

"Woodbine Willie's" Easter message goes right to the point. Despite the prevailing unrest, man is striving after truth and peace. Public opinion on the recent Locarno *debacle* shows this. A pact was arranged, but there was little underlying sincerity. There will be no real peace until those in power forsake armaments for commerce and education, and until diplomacy means straightforward and open dealing.—*Pax, Bonnyrigg.*

The Happy Grouser

"Woodbine Willie" is, to my mind, unduly hard on the cynics, for, having met quite a number of these fellows, I am forced to the conclusion that their cynicism is largely a pose. A certain type of man is never happy but when he is declaring himself up against King and Country, Church and State, and when running down his employer, his fellowmen—in short, everybody. But very often this is mere talk, and at heart he is quite a decent chap, ready to help a pal without shouting about it.—*W. J. M., Scotland.*

A Cure for Gloom

The pessimistic and gloomy individual would be rendering no better service to himself than by reading and taking to heart the spirit of the article by "Woodbine Willie." It would be a fine tonic. An ideal state may be difficult to attain, but even so it should not deter any one of us to put forth our best and make an effort to help in making a better world.—*Harry Clinton, Warminster.*

The Greater Evil

Has the Rev. G. A. Studdert-Kennedy any proof that there is less evil in the world to-day than at the beginning of history? He makes the very common mistake of conventional moralists in confusing savagery with evil. The tiger instincts in man which find expression in modern warfare, are not nearly so far removed from grace as his petty selfishness and meanness. A man may hate war and yet be a sneak, and many a noble soul, as "Woodbine Willie" knows, has died behind a murderous gun.—*Ex-Gunner, Eastcheap.*

Brief to-the-point letters not exceeding 100 words are invited. 5s. is paid for each letter published. Name and address essential, not necessarily for publication. Envelopes must be marked "Letter Parliament."

Spare the Rod

"Rogues in Short Trousers," by Miss Mabel Horner, is true in substance but wrong in inference. After thirty years' teaching experience I unhesitatingly assert that some children are bad. Possibly "sickness, mismanagement or misunderstanding" accounts for the trouble, and justice may demand the punishment of parents for misdemeanours of offspring. Thousands of teachers will bear me out when I say that corporal punishment, or fear of same, is sometimes the only deterrent for these young incorrigibles.—*T. H., Blackpool.*

The Best School

Miss Mabel Horner "hits the target." There are no bad children, though some are better than others. On the mother's knee is the place to start teaching the child "right from wrong." I recently witnessed a youth under fifteen wanting to fight a man. The man stood like a fool. Had he corrected that boy, the law would drop heavily upon him, and that boy knew it. The "iron hand in the velvet glove" is sadly missing in the modern child's education.—*W. Heale, Wallasey.*

A Daily "John Bull"

I am tired of the daily this and the daily that. We want more issues of the only paper that matters. I am not content to wait until Wednesday each week to read of the things I want to know. Party politics are a bore to the right-thinking man and woman. The politicians promise anything and everything and, after election, forget their promises and do as they like. To be concise, I want a daily issue of JOHN BULL.—*J. Lucas, Blackpool.*

Printers' Pie

(Half-a-crown is paid to the sender of every item published. Mark envelopes "Pie.")

"DAILY CHRONICLE":—"I WOKE UP quite suddenly at twenty minutes past one: I had been unable to get off to sleep UNTIL THEN."

"BIRMINGHAM DAILY MAIL":—"It was afterwards found that his left LEG was broken at the CHIN."

"SOUTH WALES ECHO":—"He rushed upstairs through the hot flames and the dense smoke, and rescued the ROOMS upstairs."

"HORNER'S WEEKLY":—"He found her there, laid full length ON THE FROSTY GRASS, seized her arm and helped her to scramble OUT OF THE STREAM on to the bank."

"NUNEATON OBSERVER":—"Mr. White, despite his great handicap, was ALWAYS SILENT, and had a cheery WORD for everyone."

For Men Only!

But women should also read the amusing and "catty" article thus entitled which deals with "That Sort of Woman," "Nice Women," and just "Women," as pictured by a famous personality who conceals her identity under the pseudonym of "Miaouw." One of a host of good things in this week's *London Mail*. On sale on April 14th. Coloured Cover, Thirty-six pages, and all for Twopence.

A Hampering Regulation

Under existing regulations, no pension may be commuted unless 2s. a day is left after commutation. Would it not considerably relieve the taxpayer and add to the wealth of the community if such a restriction were either abolished or diminished? There must be some thousands of pensioners willing and able to open small businesses, but who cannot owing to the regulations governing commutation.—*H. M., Dereham.*

Freight Folly

As an instance of excessive railway charges, the case of a Newcastle firm of great repute may be quoted. The firm received a load of wheat shipped at Montreal, and delivered at Newcastle Quay, for which the freight charge was 2s. 6d. per quarter of 480 lbs. On a parcel of wheat to come from Montrose (north of Dundee) the railway carriage will be 5s. 9d. per quarter of 504 lbs. Comparisons here are not odious but—scandalous?—*Cambrian Dalesman.*

A Ban on Peace

Is this really the twentieth century? The query is prompted by the fact that in a nearby town the magistrates refused to allow the use of a hall for the holding of an anti-war meeting on Good Friday. We read of boxing and football matches on this day, as well as other harmless amusement and recreation, but to preach the gospel of human brotherhood is, apparently, desecration.—*Peace-Lover, Lanes.*

Acute Overcrowding

I read recently of a well-known duchess addressing emigrants on board a liner bound for Canada. In her address she stated "that this country was overcrowded, and had not been able for years to grow enough food to feed the people." No one will doubt the truth of the latter point, and I think we all know where to lay the blame. Regarding the first point, I think that where overcrowding is acute is in certain "departments" in Whitehall.—*H. M., Glasgow.*

Judicial Murder

The case for the abolition of capital punishment could scarcely be more pithily and convincingly stated than in your little article. It is scarcely conceivable that with all the reforms instituted in this country during the last century we should still cling to the barbarous policy of "a life for a life." The murderer must atone for his sin, certainly, but his punishment would be greater by the certainty of a "life sentence" and no reprieve, than the gallows.—*S., Oldham.*

Queer Economy

It is up to our various friendly societies to combine in fighting the portion of the so-called "Economy" Bill relating to the reduction of the State grant to the Insurance Fund. By careful management over a period of years the societies have built up reserves out of which extra cash benefits are paid to their sick members. In my society it only amounts to 2s. per week, making the benefit 15s. to 17s., but in a poor home, with perhaps the only wage-earner stricken down by illness, this 2s. makes a world of difference. In addition to these extra cash payments, grants are also made to needy members towards dental, ophthalmic and other special treatments. Now, if this Bill passes, all these extra benefits will vanish into thin air.—*Oddfellow, Northampton.*

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WORLD'S BEST CYCLES

WARNING!

For 57 years Swift Cycles have been giving satisfaction in every corner of the world. Why buy a cycle with less experience built into it? It's YOUR risk! You can get a Swift from £5-19-6 cash down, and there are 14 models to choose from. Ask for particulars of our Easy Payment Scheme

FROM 3½d. PER DAY.

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SWIFT OF COVENTRY, LIMITED, COVENTRY.

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The Open Road

THE CAR BATTERY

Blame in the Wrong Quarter

by **W. R. DOUGLAS SHAW**

DO not blame the acid when a new accumulator does not function as it should. New celluloid cells are covered with a film which, until it is dissolved by the first charge of acid, prevents efficient results. The first charge of acid, therefore, must be thrown away, if the new cells are of celluloid.

In case of ignition failure, where battery and not magneto is used, the first thing to look for is a disconnected lead. If an electric horn operated from the battery is used and this too fails, it may be taken that the battery is discharged.

This being the case, and if one is fortunate enough to be near the top of an incline, a run down may generate enough current to get going again.

The battery is often blamed for car troubles which are falsely attributed to it. This may be due to the fact that it is essentially different from any other part of the vehicle and so is liable to constitute, like the magneto, one of the "mystery" parts about which the average user cannot be expected to know very much. Many motorists are taking more interest in their batteries by reason of the special knowledge they are acquiring from their use in connection with wireless.

Deterioration through the natural process of sulphation, admittedly an evil, is not the battery's fault; it is due to neglect on the user's part, by allowing the cells to remain in the discharged state.

* * *

The manufacture of batteries is essentially a specialised trade, and names associated with it, such as Chloride, Tudor, Fuller, Hart, Pritchett and Gold, bear witness to the efforts of British pioneers who have brought the storage of electrical energy to its present state of efficiency since the invention of the accumulator in 1859.

ACCESSIBILITY is a quality which, hitherto, has been sadly neglected in battery construction. I heard the other day of a three-cell battery which was reassembled with new cells and containers in less than ten minutes—in fact, while the owner waited.

The result was in effect a new battery, but the repair saved 40 per cent. of the cost of a new set. Thousands of batteries which might be treated similarly and put to further use are scrapped every year.

It has fallen to the lot of a Britisher to vindicate a belief, long cherished by engineers, that some revolutionary departure in accumulator design, ultimately, would bring the manufacture of batteries more into line with engineering practice and efficiency.

By simplification, standardisation, and the elimination of inaccessible sealed containers, and by the use of metal instead of celluloid, the inventor of the Tungstone accumulator, after years of research, has succeeded in producing a commercial accumulator which will relieve the man in the street of that feeling that he is handling a delicate, mysterious, and fragile piece of chemical apparatus.

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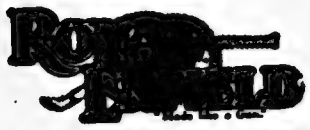

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The Rank Outsiders' Course

Epsom for Long Prices—The Great Met. and City and Sub.—Masked Marvel's Full Brother—Smirke, the Pugilist—Riding Again at Fifty-six

EPSOM, in spite of its rogues, rank outsiders, and salts, is an enjoyable meeting, and I shall be there next week to see my Great Met. and City and Sub. selections win—at least, I hope so.

Why Mendoza Lost

Mendoza, according to many eye-witnesses an unlucky loser of the Queen's Prize, will most likely be favourite for the long-distance race, but I do not think he will win. I also watched the Queen's Prize and I wanted Mendoza to win—very badly—as he would have landed a 45 to 1 double for the code selections, but he failed simply because he was too much of a handful for his young jockey.

Onyx to Turn the Tables

The same thing is likely to happen at Epsom. I suggest that Mendoza be saved on if A. Burns rides and that your major stake be entrusted to Onyx III. Bets to be at starting price.

Killed by the Handicapper

Onyx was a neck behind Mendoza in the Prize and they meet again on the same terms. Strictly on the book of form he should be behind the grey horse once more, but, added to what I have said, I think the extra two furlongs of the Great Met. will be to his advantage. He came over here with a reputation as a champion hurdler owing to the fact that he had won a Grand Auteuil from much older horses and, as a result, the handicapper put his foot on his neck. Onyx carried 12 st. or over every time he ran over the sticks.

The Double-event Race

Brisl, last year's winner of the Great Metropolitan, is among the entries, but he is down at Dale's infirmary at Seaford undergoing a sea-water cure for his legs. If among the starters the six-year-old would be sure of a number of supporters owing to the unique history of the race. Since its inception the event has been won twice by four horses. Tissaphernes, King's Messenger, Father Blind and Annecy brought off the double in successive years.

Swiss Guard for the City and Sub.

At the moment of writing the second half of the big Epsom double, the City and Suburban, is a trappy-looking affair. My fancy is Swiss Guard, who I understand has improved out of all knowledge, but I shall resort to the code for my final selection as the four-year-old may run at Newbury. The City and Sub. should not be the medium for a big gamble. For the last three years it has been won by second-raters, and anything can happen at Epsom.

Coram and the Jubilee

Since last I wrote Coram has developed lameness and he should not be taken seriously as a Jubilee hope. It is even possible that it may be necessary to give the horse a rest before running him again. Anyhow, Mr. Wertheimer has decided that he will not let the horse race again until his fitness is assured. So take my advice and don't be caught by the listmen. 10—1 about his Jubilee chances is a scandalous price, but it is the best on offer.

Masked Ruler

My French correspondent tells me that sound judges were impressed with the winning *debut* of Masked Ruler, the full brother of the easy Cambridgeshire winner, Masked Marvel. It has been suggested that the horse is not likely to represent the Macomber interest at Epsom because of the desire to run him for the French Classics.

Fifteen Entries for Our Derby

As a matter of fact Masked Ruler holds no French Classic engagement save the Two Thousand Guineas, and the stable have every interest in sending him to Epsom. One thing they are certain of is that the horse is better than the Sirdar or Masked Marvel, and if they are right he should prove a formidable champion. It is interesting to note that Mr. A. K. Macomber entered fifteen of his yearlings—now, of course, three-year-olds—for our Derby.

LAST WEEK'S CODE WINNERS

THAMYRIS	11 to 2
FRIAR WILE	4 to 1
CANUSA	7 to 2
HONFLEUR	4 to 5

MENDOZA—Queen's Prize Selection, Second 9 to 1

Smirke Hits Out

Between racing at Kempton on Easter Monday, I strolled on the course to listen to the tipsters who are always a joy at this particular meeting. They were there in full force and full song. One beautifully-apparelled tipster I listened to held forth as follows:

Smirke, the pugilist

"My horse will beat Greek Bachelor—I'm not afraid of little pug-nosed Smirke. You know, he punched me on the nose once. Fact he did. I walked into a loose-box to look at one of Wootton's horses and he asked me what I was doing there. I said, 'You're not big enough to ask me that.' Then he dotted me on the nose. I tell you he ain't half hot with his hands. Only stands about so-high. But he doesn't give a —— for anybody!"

Two-year-old Hot-pots 50 Points Up

One of the racing queries which I answered the other day took me three solid hours to gather the information. Mr. Persistent wanted to know the profit or loss of backing all the two-year-old favourites of 1925, excluding the nursery races. I suggested to him that he could dig the details from "'The Sporting Life and Sportsman' Summary of Past Racing" for 1925, but as this would not satisfy him I had to use my pad and pencil. The result is bound to be of interest to backers of favourites. On a level stake the juveniles showed a winning balance of just over 50 points.

To Ride Again at Fifty-six

This is the age of come-backs. W. Warne, who is now in his fifty-sixth year, intends to apply for a licence to start riding again. I admire his pluck, but I do not think he will stand much chance amongst the young dare-devils of to-day. Warne used to ride in the days of Tom Cannon, G. Barrett, John Osborne, Fred Webb and other famous jockeys of the past. He won one Classic. This was on Briar Root, whom he steered to victory in the One Thousand Guineas in 1888.

Keep Off Rosehearty

Rosehearty has been the "sharps'" tip for the Derby for some time, but backers who take my advice will steer clear of Persse's candidate. He is by Stefan the Great, who is not a sire of genuine stayers, and I am informed the colt is suffering from wind infirmity.

Another Good One for the "A.B.C."

The horses to follow in "The JOHN BULL A.B.C. of Racing" are still going strong. Following Watford, 8 to 1, Thamyris won at 11 to 2. Epsom, being one of the few open courses, is a happy hunting-ground for the rogues of the Turf. If you contemplate going to the Spring Meeting you will find the "A.B.C.'s" advice on Tricksters, Tipsters and Welshers invaluable.

"SILVER RING"

Two coded selections will be given daily in the following papers:—

Sporting Life and Sportsman, Chronicle Mid-day, Sporting Pink, Western Mail, Glasgow Noon Record, Irish Independent, Sporting Man, The Sheffield Mail.

A 2 M E R N J W P Z X V Q C

F L H U Y B K T D I G 3 S O

How to read the code: in place of the letters or figures advertised in the daily papers read those above or below the line as the case may be.

WMFHRYZQ would read THAMYRIS.

This code will be changed in next week's JOHN BULL. It covers the racing from Wednesday, April 14, to Tuesday, April 20.

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WEEK-END COUPS.

6 HOME.—Darlington, Oldham, Sheffield Wednesday, Grimsby, Rochdale, Reading.

5 HOME.—Leicester, Newcastle, Darlington, Preston, Rochdale.

4 HOME.—Aston Villa, Sheffield Wednesday, Grimsby, Reading.

3 AWAY.—Millwall, Plymouth, Hearts.

3 DRAWS.—Arsenal v. Huddersfield, Wolverhampton v. Port Vale, Charlton v. Brighton.

3 HOME, 2 AWAY.—Sheffield Wednesday, Grimsby, Rochdale, Derby, Celtic.

1 HOME, 1 AWAY, 1 DRAW.—Darlington, Plymouth, Liverpool v. Blackburn.

Selections

FORECASTS FOR APRIL 24.

THE LEAGUE.—DIVISION I.

HOME WINNERS.—Birmingham, Blackburn, Bury, Sheffield Un., Sunderland, West Bromwich.

AWAY WINNERS.—Liverpool, Newcastle.

DRAW.—Tottenham v. Burnley.

THE LEAGUE.—DIVISION II.

HOME WINNERS.—Barnsley, Bradford C., Chelsea, Derby, Hull, Port Vale.

AWAY WINNERS.—Preston, Sheffield Wednesday.

DRAWS.—Blackpool v. Swansea, Darlington v. Wolverhampton, Notts Forest v. Stoke.

THE LEAGUE.—DIVISION III. (Northern).

HOME WINNERS.—Ashington, Doncaster, Lincoln, New Brighton, Southport, Wrexham.

AWAY WINNERS.—Grimsby, Rochdale, Chesterfield.

DRAWS.—Barrow v. Tranmere, Coventry v. Hartlepool.

THE LEAGUE.—DIVISION III. (Southern).

HOME WINNERS.—Aberdare, Brentford, Brighton, Bristol C., Millwall, Northampton, Norwich, Plymouth, Southend, Watford.

AWAY WINNERS.—Reading.

SCOTTISH LEAGUE.

HOME WINNERS.—Celtic, Falkirk, Kilmarnock, Glasgow Rangers, St. Mirren.

AWAY WINNERS.—Airdrie, Hearts.

DRAWS.—Dundee v. Cowdenbeath. Raith R. v. Queen's Park.

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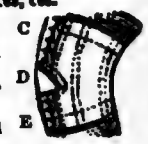

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John Bull Replies

THE Editor may be flippant on this page, but his humour is kindly and never malicious. He likes to end up the week's work on a bright note. Serious questions are dealt with by the expert staff of our Free Advice Service.

IN the varying conditions of life there is always one best course to pursue. By following this success is attained; by neglecting to do so trouble and failure result.

When in doubt as to the right road to take in any matter of doubt and difficulty consult our Free Advice Service. Send stamped addressed envelope and the course to take will be pointed out.

B. E. (Earlswood).—"His wife misses him a good deal." Few women can throw straight.

B. L. (Boston).—"Perhaps you will say I'm stupid." Why "perhaps"?

P. J. (Lowestoft).—"I never parade my ideas." No, it takes a good few to make a parade.

G. G. (West Ham).—"I go miles to watch a big fire when there is one." You go to blazes.

ELSIE (Taunton).—"When I met him in the street he kissed me." That was a nice how-do-you-do!

E. J. L. (Leeds).—"Is there no way to make life less trying?" Well, you might try to be more trying.

H. M. (London).—"Pickpockets made a haul on Easter Monday." Every crowd has a silver lining.

J. W. R. (Worthing).—"My wife disapproves of every choice I make." Even your choice of a wife?

B. K. (Bath).—"It is shameful for houses to have a yard of only twelve feet." Most yards have only three.

G. P. (Wigan).—"Apples are good for everyone." They were certainly very good for tailors when Eve ate one.

MRS. C. (Liverpool).—"I'm always willing to admit two sides to every question." Your side and the wrong side?

MRS. L. (Bentham).—"I went over the works and saw matches being made." Were they flirting as openly as all that?

KATIE (Lambeth).—"I wonder why I never see you when I call." Possibly because we don't wish to see you when you call.

JESSICA (Edinburgh).—"We're getting up a costume ball and I'm going as green salad." Good, but don't forget it needs dressing.

MRS. T. (Hampstead).—"She's a liar and a cat to say I lost my temper." Because it's so painfully evident you've still got it.

J. L. (Burton-on-Trent).—"What exactly is a synonym?" The word you write when you don't know how to spell the other one.

MISS Z. (Shorcham).—"I am a palmist and would be delighted to tell your fortune." Then tell it to hurry along; we're tired of waiting for it.

G. R. (Holborn Viaduct).—"I get a lot of amusement just watching the mistakes made in this office." That proves you make a big one yourself.

G. T. (Bedford).—"If success is to be well won, be content to start at the bottom." Athletes attempting the cross-Channel swim wouldn't agree.

MAUDIE (New Brighton).—"The young men squabble who is to take me out to luncheon." Then you never know where your next meal is coming from.

MRS. H. (Skipton).—"I know I'm not nearly as dear to him as I was before marriage." Running in double harness has evidently taught you economy.

L. D. (Everton).—"I have discovered that my son's tailor allows him indefinite credit." You should go and see the tailor at once, and order a suit for yourself.

F. F. (Clapham).—"I am sure the medical profession is much cleverer than it used to be." It has to be in order to invent fashionable complaints for this health-loving age.

B. F. (Chalk Farm).—"I have an idea." Whose is it?

MRS. H. (Poplar).—"You can't beat a good husband." You shouldn't try.

L. T. (Staines).—"If all wives left their husbands, what would follow?" Husbands.

H. N. (Harrow).—"Cobwebs are unhealthy." Then steps should be taken to remove them.

L. M. (Marsden).—"How can one tell the age of a chicken?" By the teeth. Your teeth.

G. M. (Holloway).—"A good way of reducing superfluous flesh is to skip." Yes. Meals.

F. M. (London, S.W.).—"Jazz is just insanity set to music." Some people think it isn't just or set to music either.

T. N. (Mayfair).—"I don't know how she manages to preserve her complexion." Keeps it tightly corked, perhaps.

G. B. (Victoria).—"A motorist must have a certain amount of courage." But it is the pedestrian who has the grit.

A. Y. (Holbeck).—"My wife has good ideas for interior decoration." Congratulations! Good cooks are rare.

T. N. (Chester).—"A woman does not always have the last word." No. Not if she is talking with another woman.

B. M. (Windsor).—"What causes the strong American accent?" We are inclined to blame peppermint chewing-gum.

GERTIE (London, N.).—"I find that the ring he gave me is not genuine and I'm sending it back." Marked "Glass With Care"?

F. H. (Bolton).—"Life is a sea of troubles, but one day my ship will come in." Better work your passage and go and meet it.

L. N. (Marlow).—"He proposed to me while we were out in his two-seater." It's dangerous to drive with one hand.

G. M. (Soho).—"London waiters do not favour any change in the tipping system." Then what do they expect? Bank-notes?

T. N. (London, N.).—"My friends are egging me on to be an actor." Let's hope they don't change their minds later and egg you off.

MISS R. C. (Dewsbury).—"I'm told my face is my fortune." Never mind—perhaps you'll win that *Bullets* £2,000 next week.

H. N. (Hendon).—"One of my hens laid an egg weighing nearly five ounces just before Easter." It is curious how the bird knew.

G. B. S. T. (Taplow).—"Wholesome drama is not successful." It never recovers from the bad start of the censor passing it without hesitation.

Selina and Rice

GILBERT WILKINSON'S delightful kiddies will gladden your heart by their antics.—K. R. G. Browne will tickle you to death with his financier story.—A. A. Thomson will teach you poetry by post.—Ashley Sterne, A. G. G., and Dion Clayton Calthrop will make life brighter for you in this week's

"PASSING SHOW."

36 pages for TWOPENCE.

M. B. G. (Kendal).—"Have you lived in London all your life?" Not yet.

B. T. (Hythe).—"It's hard luck to miss a train." And hard work to train a miss.

MRS. F. (Burnley).—"I like to see my children smart." Then you're a very cruel mother.

A. C. A. (Leicester).—"The dream of my life is to travel." Any special line of goods preferred?

N. K. (Derby).—"If the horse doesn't win then what do you get for your money?" Experience.

J. J. (Chard).—"My son does nothing but talk of becoming an air pilot." Perhaps he's no earthly good.

MRS. F. (Uttoxeter).—"Aren't you getting rather too straight?" We always try to be as straight as possible.

MRS. S. (Twickenham).—"A man isn't always as black as he is painted." Nor a woman anything like as pink.

C. F. L. (Gravesend).—"Can you name anything as enjoyable as love's first kiss?" Yes—greed's second helping.

A. S. (Farnborough).—"My poems are delicate and topical, and well expressed, so what do they lack?" Modesty.

MRS. D. (Swansea).—"At any rate Sir Austen got the Garter for Locarno." And now he's getting socks for Geneva.

MRS. G. (Liverpool).—"I had my first aeroplane trip at Easter." Don't expect us to be sorry you're down and out.

G. D. (Buxton).—"To settle a bet, has JOHN BULL or *Uncle Sam* the highest outlook?" Well, we don't edit *Uncle Sam*.

F. Y. (Sutton).—"I consider that the goat yields very appetising milk." And the last one we met made quite a good butter.

R. W. (Birkenhead).—"Truth lies hidden at the bottom of the well." Yet we sometimes manage to bring her up with a splash.

K. K. (Golders Green).—"What now will become of Locarno?" Well, for the present there's a bit of a blockarno.

B. H. (Bradford).—"As a mere male I would be glad to see the slim figure for women go out of fashion." Many women, too, would breathe more freely.

MRS. E. (Hammersmith).—"My neighbours waste the whole of their day in gossiping." And you waste yours in listening to them.

G. F. (Povey Cross).—"The trouble is so many men to-day are unequal to work." It's a bigger trouble when they are superior to it.

L. P. C. (Bramber).—"Why such vast numbers of people read your paper, I can't think." It's probably because they can think.

A. H. (Bentham).—"I like to make every penny go as far as possible." In that case why not post your letters overseas and spare us?

T. N. (London, N.).—"He told me in confidence that he had made a small fortune out of his cinema." He believes in keeping it dark.

MRS. C. (Leyburn).—"Many people cannot pay their rent owing to the Budget." We should have thought it was owing to the landlord.

MISS R. (Kingswood).—"A decent man wouldn't keep your paper going." Quite true. But more than a million decent men could, and do.

KATIE (Brentford).—"Prudent men don't marry until they've saved enough money to marry on." And then they mostly prefer to buy a car.

MISS K. (Ealing).—"You never see any hatpins nowadays." They certainly don't catch our eye in Tubes and 'buses as they used to do.

B. C. (Burnley).—"How can a fellow kiss a girl he doesn't even know?" Just as he kisses a girl he does know, if he's willing to risk the row.

G. H. (Bexhill).—"He says I must swallow one pill three times a day." Did he tell you how to get it back after you'd swallowed it the first time?

J. W. (Leeds).—"The doctor says I owe my life entirely to the tender nursing of my wife." But we'll wager he'll take the money all the same.

H. N. B. (Manchester).—"I started without a shirt to my back and by sheer hard work made thousands." And still you can only wear one at a time!

BESSIE M. (Colnbrook).—"If you refuse to see me I shall go and jump in the Thames." Choose a deep place and make sure the police aren't about.

(Many replies unavoidably held over.)

RHEUMATIC PAINS CONQUERED

Mrs. E. DENNIE, of 5th. Tottenham, London, writes:—"Sirs,—I have for many years suffered with severe Rheumatism. At times the pain was agonising. Sleepless nights began to make me feel really ill, and the pain seemed to increase. I purchased a bottle of Vik-Wik. To my astonishment the pain ceased upon the first application, and I spent a restful night, the first for many weeks.

I can honestly say that Vik-Wik has cured me, when the pounds I have spent upon other preparations had failed.

VIK-WIK ADDS WINGS to YOUR PAINS

It acts like a charm—just a gentle application, NO rubbing—and you can almost feel your pain slipping away. VIK-WIK Conquers Pain—there is no ache or pain proof against its healing curative powers—soothing and cooling, it penetrates immediately—healing the aching and inflamed tissues—giving quick and lasting relief. Remember VIK-WIK needs no rubbing—it neither burns nor blisters, but it Conquers Pain. Get your bottle of the Century-Old-Family-Liniment Now.

Price 1/3 and 3/- (three times the quantity). Stocked by Boot's (600 branches), Taylor's, Timothy White's, Selfridge's, Harrod's and all Chemists and Stores, or direct, post free, from the VIK-WIK CO., Desk 4, 82, St. Thomas's Street, London, S.E. 1.

VIK-WIK
THE FAMILY LINIMENT
CONQUERS PAIN OF

Rheumatism, Sciatica, Sore Throat, Sprains, Neuralgia, Backache, Bruises, Strains, Gout, Nerve Pains, Cramp, Lumbago

FREE
to "John Bull" readers

In the advertisement on the front cover the readers of "John Bull" are offered a free sample of Tetmal, a product which is as harmless as it is beneficial for relieving many ailments. Cut out the coupon and send it to-day.

Quadrants

Write for our Free Lists of GOLD MEDAL Cycles, and buy direct at money-saving prices. Any machine sent on 14 DAYS' APPROVAL. CARRIAGE PAID. Newest and best bargains ever offered. Thousands of testimonials. QUADRANT CYCLE Co. Ltd. Dept. B Coventry.

Turn to pages 4 and 5, they will interest you.

The Completed Puzzle

C	H	E	M	I	S	T		S	P	E	C	T	R	E
H	I	D	E		I	R	A	T	E		A	R	I	A
O	V	E	R		T	U	L	I	P		R	O	D	S
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R	A	M		N	O	T	C	H	E	S		P	A	R
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	D	U	O		S	A	N	E	R		A	R	T	
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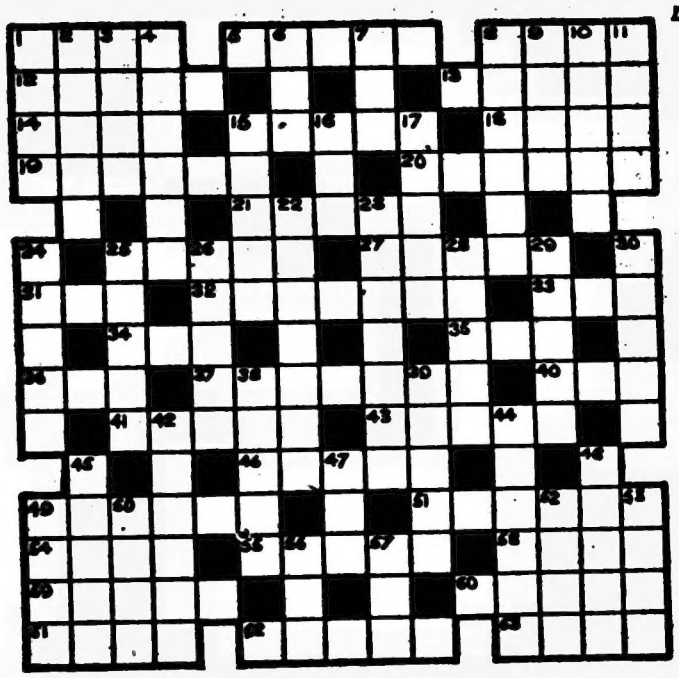
I	D	E	A		A	I	S	N	E		D	E	A	N
C	O	N	D	I	G	N		E	A	G	E	R	L	Y

Solution to the Cross-word Puzzle published in our last issue.

Our Cross-word Corner

Amusement plus Wisdom



ACROSS CLUES

1. A fish.
5. Danger.
8. Slang for rubbish.
12. Select portion.
13. Military musical instrument.
14. Wither.
15. To use typography.
18. Lifelike.
19. Long narrow pit.
20. To relax.
21. An expert.
25. Pursue.
27. The great artery.
31. Belonging to us.
32. To forswear.
33. Place.
34. Mountain.
35. Neither.
36. An aeriform elastic fluid.
37. Nourishment.
40. A plant.
41. On its own.
43. Inflammable substance from the pine.
46. Preferred.
49. One put to death for the truth.
51. Extract spirit.
54. The rainbow.
55. In the beginning.
58. Branch of the Celtic language.
59. A sweetheart.
60. To adjust feathers.
61. A court of record.
62. To talk idly.
63. Portable shelter.

DOWN CLUES

1. Most good.
2. Watchful.
3. Father.
4. Offensive smell.
6. Stray.
7. Refreshment house.
8. A flat fish.
9. A moulding.
10. To slope.
11. Grasped.
15. Appearance.
16. Wrath.
17. Teacher.
22. A Mahommedan monk.
23. Poor persons.
24. Evade.
25. Obtuse.
26. Terrify.
28. Holes caused by tearing.
29. Article of dress.
30. Condition.
38. Profit.
39. In want.
42. Beginning.
44. To set among.
45. Islands N.W. of Shetlands.
47. For rowing.
48. Ascended.
49. To grind.
50. Split.
52. Growing timber.
53. 40 days before Easter.
56. Atmosphere.
57. Allow.

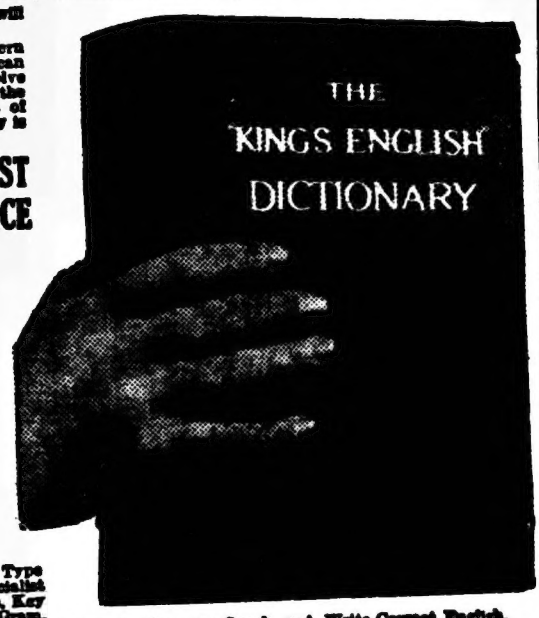
A GREAT BOOK

New Edition JUST READY

Many new features, including Synonyms & Antonyms for Competitors.

This Book has helped others—it will help you to success.

The man who gets on in the modern world of business is the man who can speak and write good English. Resolve to acquire sound knowledge on the proper meanings and the right uses of words. The King's English Dictionary is the Book for Success.



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Mr. W. W. B., Wandsworth, writes: "I have carefully examined it, and I am greatly impressed with its arrangement and potential usefulness; in fact, it is a miniature Encyclopædia, and worth its weight in gold."

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SAFE LAXATIVE FOR STOMACH SUFFERERS

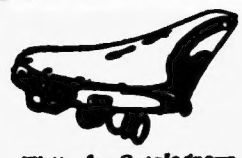
Constipation is a trouble that often adds its misery to stomach distress—*and it is the one trouble a stomach sufferer dare not neglect!* There are many laxatives available, but some of these are most injurious to weak stomachs. The safe rule is to take Bisuroids—the only laxative a person with a weak stomach should take. Bisuroids are little tablets with a sure gentle laxative effect; they never cause distress, and they are not absorbed by the system, and so cannot "lower" or form harmful habits. Young and old, weak and strong, men, women and children may take Bisuroids, safe in the knowledge that bowel regularity will be harmlessly, pleasantly restored, while those who suffer from digestive distress as well as constipation cannot afford to do without this remedy. Good chemists everywhere sell Bisuroids at 1s. 3d. and 3s. a package—get a supply to-day and see what a difference in your health these wonderful little corrective tablets will make.

DANGER
to your health lies in a poor saddle—

Safety first is the best rule for those who value health and comfort.

Always ride a

BROOKS
CYCLE SADDLE



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J. B. BROOKS & CO., LTD. 92, Criterion Works, Birmingham.

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GAMAGES 'POPULAR'
ROADSTER BICYCLE

Built and Stout Running, fitted with Famous Holborn Cord Tyres

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EASY TERMS—7/- Down for Delivery Now. Balance 7/- Monthly for 12 Months. Cash, Testimonials, Easy Terms Order Form, and full particulars post free per return.

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BUY DIRECT AND SAVE 50%
7/-
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Yorkshire pure wool cloth is World Famous. Perfectly tailored Coat's. Suit's and Ladies' Costume as at half its Usual Cost. MADE TO MEASURE from 7/- monthly.
Write now for new Spring patterns and easy self-measurement form.
Amazing And Generous Offers in Ladies' Ready-To-Wear Skirts
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Inspect in your own home now a beautiful tailored dress, costume, two piece suit, or shot silk mackintosh.
You cannot afford to miss our big bargains. No extra charge for reasonable alterations. Fashion Guide and Dainty Patterns FREE. Great Bargains in finest Spring Furs. Very fashionable styles from 5/- monthly. Write now don't delay, but have first Mthly. choice of bargains
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YEWDALL'S
EXPERT TAILORING SERVICE
187, Cross Francis St. LEEDS

Relieves Headache

A little Musterole rubbed on forehead and temples will usually drive away headache. A clean, white ointment made with oil of mustard, Musterole is a natural remedy with none of the evil after-effects so often caused by "internal medicine."

Use Musterole for neuralgia, pleurisy, congestion, sore throat, sprains, and colds on the chest. (It often prevents pneumonia.)

BETTER THAN A MUSTARD PLASTER

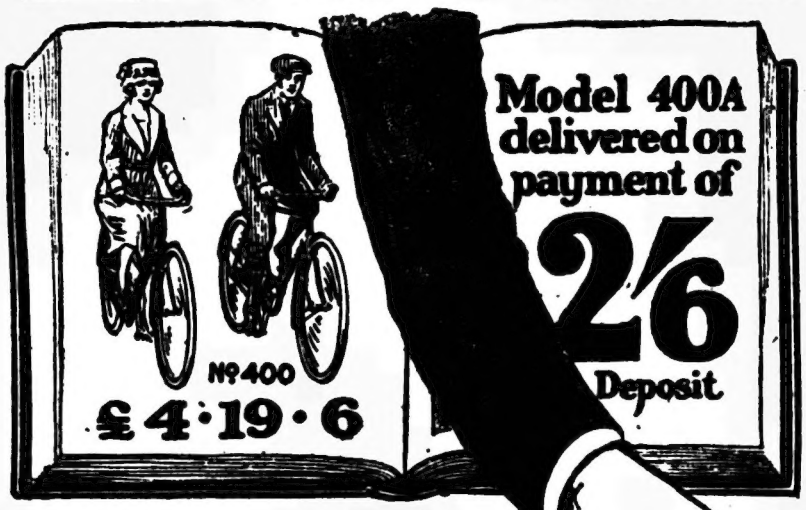
MILLER'S MUSTEROLE WILL NOT BLISTER

Thos. Christy & Co., London

IT'S EASY TO PUT ON FLESH

if you enrich your blood and strengthen your nerves by taking a 5-grain tablet of Blood-Iron Phosphate with each meal. Try it and see. Go to any good chemist and get a 3s. box of Blood-Iron Phosphate and start the treatment right away. If at the end of a fortnight you haven't put on flesh, if you don't feel stronger, better and more vigorous than you have felt for years, you can have your money back for the asking. No drugs, no narcotics; it's simply by enriching your blood and strengthening your nerves that Blood-Iron Phosphate helps you to put on flesh and get stronger.

This Book brings the world's BEST Bicycles within YOUR reach



Every working man can now obtain a brand new latest pattern No. 400 Mead Cycle worth £8 8s. for £4 19-6. We'll explain why. By building bicycles in tens of thousands we reduce our manufacturing costs enormously. And by selling TO YOU DIRECT, instead of through local shopkeepers, we save pounds in middlemen's profits, and—

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½ GUINEA CORSET VALUE FOR 6/11

To introduce the new Model Ambron Corset I at 6/11 FOR APRIL ONLY, and will send it to you at once on Appro. for Deposit of . . . .

"Matchless" I am offering

1/-

My Designers have created an entirely new Model of the Ambron Gold Medal Health Corset, which I have named the "Matchless." Matchless it is in Style and Fit, in alluring charm and unprecedented Bargain Value.

Easily worth half-a-guinea, my regular price will be **8/11**, but as an inducement to JOHN BULL readers to see this new Model, I am offering it at **6/11 for April only.**

You therefore now have an opportunity to secure this beautiful Corset for **6/11**, and, what is more, you need only send **1/-** Deposit to have it sent home at once, on approval.

Then, when quite satisfied, the small balance of **5/11** may be paid in one sum or by weekly instalments of **1/-** each.

Post the Coupon, with Deposit, **now**—do not let the chance slip by.

This "Matchless" Model is cut from specially woven drill of lovely pink shade, and fitted with Superflex coil rustless Supports and the famous Ambron quick fastening Busk. Low bust and fairly deep over hips, with elastic gussets next front. Four detachable Suspenders and Trimming is with self material and silk stitching.

COUPON WORTH 2/-

Simply write full name and address on a piece of paper, to which pin this Coupon. Please send me an Ambron "Matchless" Corset at the reduced price of 6/11 on approval. My measurements are—

Size of Waist.....Bust.....Hips.....

State also size of Corset usually worn.

I enclose 1/- deposit, with 6d. postage, and if I do not immediately return Corset, I will either complete purchase in one sum of 5/11, or by weekly instalments of 1/- each. Please cross P.O. thus //

Sizes range from 19 to 42 ins. Sizes 31 to 36 ins., 1/- extra. Sizes 37 to 42 ins., 1/6 extra.

JOHN BULL, 17/4/26. No. 409.

Post your Order at once to AMBROSE WILSON, Ltd., 409, Allen House, 70, Vauxhall Bridge Road, London, S.W.1.

The Largest Mail Order Corset House in the World.

A Tragic Verdict

An Old Soldier "Fades Away"

"THE Tribunal *disallows* the appeal." One word in five that spells tragedy!

For many months a man who marched stalwart and strong to the gates of hell at the sound of the call to arms has hoped that a grateful country would compensate him for the loss of his strength.

He knows nothing of medical science. He realises that his bodily vigour has left him, that he is but a shadow of the man who marched away to fight.

The doctors call his weakness pulmonary tuberculosis. He does not know whether he breathed the germs of the fell disease on the battlefield.

No doubt the Pension Appeal Tribunal acted strictly in accordance with regulations in deciding that his disability is not attributable to war service.

But such regulations are incomprehensible to him, and the cold, curt sentence in which its decision is conveyed to him stabs him to the soul.

WE found him lying in bed in a poorly furnished room in an Islington slum, grieving for his lost manhood, and pathetically longing to be up and working.

He has spent four months in a sanatorium, hoping to be cured, but his strength has not been restored, and he cannot go to the employment exchange.

Now his last hope, the Pension Appeal Tribunal, has failed him, and he has little left but eyes with which to weep.

There is reason for tears. His eldest boy is twelve, a bright lad eager to start earning money. A little girl has died, and there is another small boy whose face is growing pale and wan.

The thin figure and drawn face of the careworn mother betoken the sacrifices that have been made for the little ones. The guardians allow him a little, but the rent is in arrear to the extent of £7. What is to be done?

"The Greatest of These—" Fund can provide temporary assistance, but not enough.

Who will help us to replace tears of sorrow with smiles of joy?

"The Greatest of These—"

Registered under the War Charities Act as the JOHN BULL War Sufferers' Fund. All cheques should be made payable to the Fund, and donations addressed to the Hon. Secretary, at 93, Long Acre, London, W.C.2. Every penny that is subscribed to "The Greatest of These—" Fund goes to give help to the needy. All the expenses of administration are borne by JOHN BULL.

ACKNOWLEDGMENTS

H. G. M., 1s.; L. F. (Liverpool), 10s.; "Did I Up," 2s. 6d.; "Anon," 1s.; "Anon," 6d.; "Second Quarter" (Longtown), 1s.; R. W. Bullock, 2s. 6d.; E. Jackson, 1s.; E. Phillips, 5s.; S. Tanner, 4s. 6d.; 14 3d. pieces, 3s. 6d.; "Found Up," 1s.; "Also Ran," 2s.; E. B. (Washaniaw), 1s. 9d.; "From a Grateful Prizewinner, £3; "From a Wellwisher From Lanark, 2s.; W. Hector (Market Harborough), 4s.; S. H., 6d.; H. Bloodworth, W.2, 1s.; Mr. and Mrs. Revitt, 1s.; A. S. Gatenall, 6d.; Mrs. Grier, 3s.; M. Cruden, 1s. 6d.; W. Taylor, 4½d.; J. G. Whitewood, 3d.; A. Morris, 6d.; "Fred's Lucky Thirteen," 5s.; A. Kilpatrick, 6d.; J. R. Dalziel, 5s.; E. H., 6d.; [illegible], 1s. 6d.; Mrs. Baker, 1s.; M. MacFarlane, 9d.; Mrs. Willis (Hatfield), 6d.; E. Perry, 3d.; "A Little Help," 2s.; E. L. (Exeter), 10s.; Bourne Sully Park), 7½d.; "Value of Target," 1s.; "Target" (Downham), 2s. 6d.; "Crezalda," 2s. 6d.; "Speck," 1s.; O. L. W. (West Drayton), 6d.; A. Ramsay, "Lesudden," "Mill House," New Romney, and from a "Reader from Limpley Stoke," "Tweedside," 5s.; "Lesudden," parcel of clothes and 5s.; "A. E. D.," 6d.; H. W. (S.A.), 1s.; A. B. Reader, 6s.; A. Thora (Aberdeen), 1s.; A. Benshaw, 1s.; E. B. Cummings, 6d.; E. B. V. 1s.; "A Lonely Widow," 10s.; S. C. (Crawley), 10s.; T. A. Draper, 1s.; Nameless, 1s.; The "Fisherman's Walk" Scavenger, 2s.; "A and I.," 5s.; "Ex-Change" (J. N. A.), 3s.; A. M. D., 9d.; Ipswich, 1s.; E. Purkiss, 1s.; D. Bullock (Featherstone), 5s.; "Londoner" (A Mass., U.S.A.) (1 dollar), 4s.; Pte. Kneedy (A New J.B. "Recruit), 6d.; "Noin" (Glasgow), 9d.; "A Little Help," 3s.; "Grateful" (Mitcham), 5s.; The Last Malk, 6d.; "Hereward," 1s.; "Help One Another," 1s.; "Another" Nlath," 2s. 6d.; "Grateful Heart," 2s.; Nemo, 5s.; "Melton Mowbray," 2s.; Mrs. E. Alder, 4s.; "Bob" 6s.; "Just a Little Help," 5s.; F. S. B. F., 10s.; Anon., £1 0s. 6d.; Mrs. McCulloch, 1s.; J. F. F. (Ilkley), 1s.; Anor., 6d.; "Grateful Sufferer," 2s.; Lenten Savings, 1s.; E. B., Bolton, £1.

Mr. Philip Inman begs to acknowledge with grateful thanks the receipt of the following anonymous gifts for Meggie, "The Blind Angel"; "Contributor," 1s.; "Newsboy," 17s. 6d.; "E. S.," 10s.; "A Sympathiser," 5s.; "One Who Has Struggled," 10s.; "Blackburn," dolls and toys; Jean Morrise, books.

(Many acknowledgments unavoidably held over.)

600!

Wonderful "Bullets" Record

IT is now over thirteen years since *Bullets* No. 1 made its bow to the public with a modest First Prize of £100. To Mr. B. M. Gregory, of 42, Nelson Square, Blackfriars, S.E., went the honour of being the first of a lengthy line of First Prize-winners who have pocketed big cheques for a few well-chosen words upon a *Bullets* coupon.

To whom will go the greater honour of heading our 600th prize-list and securing a Monster First Prize of £2,000? That remains to be decided in the remarkable *Bullets* offer which we are launching next week.

A gigantic sum is £2,000—possibly you have never seen a cheque for so large an amount. Well, that Yorkshire mine-worker who won our last £1,500 had no experience of big cheques, either. He has seen one now and felt the thrill of reading his own name upon it, too—and now it is safely tucked away in the bank, ready to supply his future needs.

£1,500 is a splendid sum with which to open a bank account—but £2,000 is even better. No bigger prize has ever been awarded in any other literary competition, yet it may be yours in return for a half-hour spent on *Bullets* next week.

This isn't Opportunity just knocking at your door—this time Opportunity has come right into your house, asking you to help yourself to the *Bullets* £2,000.

Next week's the week—go in and win!

An April First.

"The news that I have landed a *Bullets* First Prize still seems too good to be true," writes Mr. L. F. Oliver, of 30, Augusta Road, Acocks Green, Birmingham, winner of £300 in Competition No. 596 for the clever *Bullet*—LAW OF THE LAND—"UMBRELLA" OR "BIG STICK."

"My wife and I have been competing fairly regularly for about three years," he continues. "We have had numerous small prizes, a fine *Bullets* Turkey won last December being the highest previous award."

It was on April 1, the day of practical jokes, that Mr. Oliver received the news of his big *Bullets* success. But this £300 cheque is the most practical joke he has ever experienced, and one at which he can afford to laugh for a long time to come.

Another £300 is waiting for somebody in the contest closing this week, besides £100, £50, £30, £20, and hundreds of other cash prizes. If you have never tried *Bullets* before, here is an excellent opportunity for you to get your hand in—incidentally, the practice may help you to get your hand on next week's £2,000.

The original cheque for £300 awarded to the First Prize winner in "Bullets" No. 596 can now be seen in the window of Mr. A. E. Brend, The Library, Acocks Green, Birmingham.

SPECIAL NEWSAGENTS' PRIZES.

Cheques for £3, £2 and £1 respectively will be paid to the Newsagents from whom the winners of the First Three "Bullets" Prizes in competition No. 596 have purchased their copies of "John Bull."

SELECTION OF EXAMPLES FOR "BULLETS" COMPETITION No. 599.

THE UNION JACK—SHOULD BE BROADCAST—OUR TRADE—OPPORTUNITY'S DOOR—SELDOM—WHAT THE DOG—THE LEAGUE—EMPTY CHAIR—ARMY OF OFFICIALS—TRYING—HEARD ABROAD—CROWDED HE WAS DRUNK—PEACE OR WAR—IN HOSPITAL—SAID TO THE FLAPPER—WHAT THE NEIGHBOUR SAID—THE PUBLIC—STRIKE WEAPON—WEDDING BELLS—WHAT IS A JOB?

These Examples may be made use of on the Coupons on this page, and must reach us on or before THURSDAY, MAY 6. All Coupons so used MUST be marked clearly with the number 599 in the top left-hand corner, and envelopes containing these Coupons must be addressed "Bullets" No. 599, John Bull, Long Acre, London, W.C.2. (Comp). Each Coupon must not contain any of the Examples for "Bullets" No. 599.

Results of "Bullets" No. 597 (Easter Offer) will appear next week.

Bullets' Big Ten!!

2nd. Prize £100

FIRST PRIZE £300

3rd. Prize £50

£30 £20

10 PRIZES OF £5
10 PRIZES OF £2-10

5 Prizes of £10

100 PRIZES OF £1

200 Prizes of 5/- 500 Prizes of 2/6

6,000 Target Prizes

EXAMPLES FOR "BULLETS" No. 599.

OUR PEOPLE
SEEN IN TOWN
THE LATEST
HIGH AND MIGHTY
WHATEVER HAPPENS
A WHITE MAN
NEW POLICEMAN
WHAT NEWLYWED SAID
MODERN EDUCATION
IN THE SPRING
SANDY'S SAXPENCE
LOST
WHEN THINGS LOOK BLACK
"I LOVE YOU"
BOXING CHAMPION
TIME TO STRIKE
SAFEST
GOLDEN RULE
BOUGHT AND PAID FOR
VICIOUS CIRCLE
SLICE OF LUCK
MOTORING
HEARD IN SCHOOL
WITH REGRET
SAID TO THE VISITOR
MY POCKET
WOMAN AT HOME
TOO BAD
NOT ON THE MENU
WHEN I BET
A BIT OFF
WHAT IS A DEBT?

"BULLETS" RULES.

1. The First Prize will be awarded for what in the opinion of the judges in consultation with the Editor is the best Bullet received, and the other prizes in order of merit, the test being cleverness, aptness, and originality.

2. Only two attempts may be written on each coupon, and a postal order must be enclosed at the rate of 6d. for each coupon made use of. This must be made payable to JOHN BULL and crossed & Co. Competitors must write their names and addresses and the date of sending the order on the back of the postal order, the number of which must be duly noted on each coupon submitted. Coupons must not be mutilated.

3. The Editor undertakes that every Bullet received shall have careful consideration by a competent staff of qualified judges.

4. The Editor's decision on any matter of dispute arising in connection with this competition must be accepted as final and legally binding in all respects, and acceptance of this rule is an express condition of entry.

Employees of Odhams Press are not eligible to compete.

HOW TO MAKE "BULLETS."

Choose any of the Examples printed; then give any Two, Three or Four Words, having some bearing on the Example chosen, each of which can begin with any letter in the alphabet. These specimens will guide you:—

Example:—WHEN THINGS GO WRONG Bullet:—SOUP—DON'TS "MAKE SOUP."

Example:—NIGHT LIFE Bullet:—SOUTH PUSSY—UPSETS PUSSY FOOT.

Example:—1926 Bullet:—GOVERNMENT COULDN'T POSTPONE THAT.

SEND POSTAL ORDER AT THE RATE OF 6d. FOR EACH COUPON USED.

Address Coupons to—"Bullets" No. 599, "John Bull," Long Acre, London, W.C.2. (Comp.)

PLEASE POST EARLY IF YOU CAN

You can help us by posting early, but all "Bullets" entered in time receive the same careful adjudication.

Example _____ Closing Date, Thursday, April 22.
Bullet _____
Example _____
Bullet _____
(599) P.O. No. _____
I agree to enter this Competition in accordance with the rules and conditions announced on this page. With 2 Coupon, send P.O. for 6d.
Signed _____
Address _____

Example _____ Closing Date, Thursday, April 22.
Bullet _____
Example _____
Bullet _____
(599) P.O. No. _____
I agree to enter this Competition in accordance with the rules and conditions announced on this page. With 3 Coupons, send P.O. for 1s.
Signed _____
Address _____

Example _____ Closing Date, Thursday, April 22.
Bullet _____
Example _____
Bullet _____
(599) P.O. No. _____
I agree to enter this Competition in accordance with the rules and conditions announced on this page. With 4 Coupons, send P.O. for 2s.
Signed _____
Address _____

If you wish to send in further "Bullets" you can write them on plain paper.

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Don't Wear a Truss!

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From a photograph of M. Brooks, inventor of the Appliance, who Cured himself, and whose experience has since benefited thousands. If ruptured, write to-day.

Sent on Trial.

If you have tried most everything else come to us. Where others fail is where we have our greatest success. Send attached coupon to-day and we will send you free our illustrated book on Rupture and its Cure, showing the Appliance, giving you prices and names of many people who have tried it and are extremely grateful. It is instant relief where all others fail. Remember, we use no salves, no harness, no lies. We make it to your measure and send it to you on a strict guarantee of satisfaction or money refunded, and we have put our price so low that anybody, rich or poor, can buy it. We send it on trial to prove that what we say is true. You are the judge, and once having seen our illustrated book and read it you will be as enthusiastic as the thousands of patients whose letters are on the file in our office. Fill in the Free Coupon below and post to-day.

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BROOKS APPLIANCE CO., Ltd. (387A), 80, Chancery Lane, London, W.C.2

Please send me by post in plain wrapper your Illustrated Book and full information about your appliance for the cure of Rupture.

NAME .....

ADDRESS .....

Please write plainly. .....

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Removes the Cause of

INDIGESTION

in both Stomach and Bowel

Because it Supplies the Natural Digestive Ferments.

The Cause of Indigestion is always lack of Natural Digestive Ferments in the Stomach and in the Bowel.

When those Ferments are deficient in the Stomach, the Albuminous foods like eggs, meat, etc., are not digested, with consequent Heartburn, Acidity and Feeling of Fullness,

When those Ferments are deficient in the Bowel, the Starchy foods like bread, beans, potatoes and bananas are not digested there, with consequent Flatulence, Bilious symptoms, and the misery of Constipation.

When CICFA is taken, Digestion becomes normal in both Stomach and Bowel, with gradual disappearance of that Feeling of Fullness, Acidity, Flatulence and Constipation, because CICFA SUPPLIES the NATURAL DIGESTIVE FERMENTS.

That is why CICFA REMOVES THE CAUSE OF INDIGESTION.

GASES in STOMACH with eructations. INDIGESTION SYMPTOMS GASES in BOWEL or Flatulence.

Sharp Neuralgic HEADACHES. In Stomach In Bowel Dull, Heavy HEADACHES.

ACID in Stomach with HEARTBURN.

TONGUE coated white all over.

COMPLEXION blotchy, with redness of Nose.

EATING disliked. Some Nausea.

PAINS darting through Chest. Burning Spot behind left Shoulder Blade

ACIDITY causing Gout and Rheumatism.

TONGUE coated yellow at back.

COMPLEXION muddy or pasty.

EATING disliked or loathed. Biliousness and bad taste in mouth.

PAINS in Bowel, Griping and CONSTIPATION.

6, Ferry Road, Twickenham.

"Gentlemen,—I write this to let you know I have been taking Cicfa tablets for chronic pains in the chest and stomach after eating, and have been a different man ever since I started using them. I have been taking them about seven weeks, and they are the best things I have ever used in my life for the chest and stomach complaints.

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"You may make what use you like of this letter. I am a working man in a Nursery, and I am digging most of my time.

"Yours truly, (Signed) E. JOHNS."

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"John Bull," 17/4/26.

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